LIFE

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A NEW CHANCE FOR EUROPE



GINA
LOLLOBRIGIDA

A STAR'S WARDROBE

20 CENTS

NOVEMBER 15, 1954

REG. U. S. PAT. OFF.

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Do you get
a bouquet every day
with <u>your</u> coffee?

In coffee—"bouquet" means <u>aroma</u>...
the rich aroma that's <u>half</u> the flavor!



If you're a true coffee lover—you'll never be completely satisfied with *any* coffee that lacks rich aroma. Have you been missing that aroma lately? Then we think Maxwell House is the coffee for you. We'd like you to discover the very special delight of its aroma . . . and all the *flavor* that goes with it.

Made from the finer highland-grown coffees—freshly ground and vacuum-packed in the familiar blue tin—it's that rare and wonderful thing . . . really good coffee. *Good to the Last Drop!*

A Product of General Foods

Day after Day—Good to the Last Drop

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Trade Up to the Biggest Picture Bonus in History!

PHILCO
24-inch Television

THE LOVELY *"Miss America"* CONSOLE

This is Miss America with the television set named in her honor, the Philco 6110 . . . a magnificent 24-inch console with the most thrilling big screen picture in television.



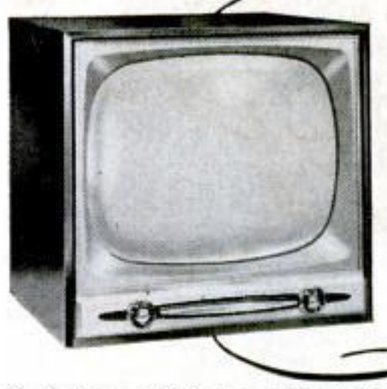
Lee Ann Meriwether, Miss America, 1955

Exclusive New Finger Tip Tuning System

NO GRAPPLING with trap door panels
NO GROPING for knobs behind the set
NO GUESSING with "blind" side dials

Philco outmodes all "hide and seek" tuning . . . puts Television's finest picture *right at your finger tips.* And it's yours now in a luxurious Mahogany finish cabinet that takes up little or no more space than former 21-inch consoles. With Acoustic Lens for dimensional sound, with UHF-VHF Built-in Aerial and other advances it sets a new standard of performance. Nothing less measures up to new 1955 Philco "Miss America" 24" TV.

PHILCO® *Famous for Quality the World Over*



Big, Brilliant 24" TV at a 21" Price!

America's most spectacular value in a big screen table model with 335 square inch screen. Built-in Aerial. Maroon finish.

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Sirs:

Please send one Norelco shaver to my brother George—I tried his and won't give it back

Whirlaway Action makes Norelco the *shavingest* shaver

Shakespeare talks about a "shining morning face." Faces like that are a lot more common these days, thanks to wonderful rotary Whirlaway Action — electric shaving's first basic improvement in 20 years, and found only on Norelco. Here's how it works:



Your whiskers rarely grow in orderly rows like this.



They mostly grow every which way—in whorls, clumps, patches, curves.

That's where ordinary, straight-headed shavers run into trouble. They often have to keep going over and over the same spot. This, like a scraping blade, can be hard on your skin.

It's a different story with Norelco. First, the patented skin-stretcher (no other shaver has one) flattens your skin, upending each whisker. Then the slots in Norelco's station-





ary skin-guard discs catch these whiskers *no matter which way they grow*—generally the first time over.

Finally, Norelco's rotary-action blades deftly whisk your whiskers away, shaving 'em off skin-close, at 4000 r.p.m.—quietly, without vibration, without heating up.

In other words, Norelco alone is designed to deal with your beard's *natural growth pattern*. The superiority of Norelco's method has been proved by two decades of research in one of the world's greatest laboratories.

Norelco is also the easiest of all shavers to live with. It's designed to fit the hand. It's self-sharpening. Its fine brush motor is lubricated for life. No fumbling with parts while cleaning. Head lifts off easily in one piece . . . a puff of breath . . . snap on again.

One last thing. Weekend stubble is no problem with Norelco, because Norelco cuts longer hairs, which other shavers can't handle. (When your wife starts borrowing your Norelco for her beauty care, get her the Lady Norelco, AC/DC, $22.95.)

Norelco gives you shaving at its modern best—pleasantly, dependably, through years of service. (It's the ideal gift, too!)

15 day FREE home trial. Norelco will give you the smoothest, most comfortable shave you've ever had, wet or dry. Ask your dealer about the no-obligation home trial.

First Choice in 70 Countries—
Largest-Selling Electric Shaver in the World!

COMPARE NORELCO WITH THE OTHER 3 LEADING ELECTRIC SHAVERS

	A	B	C	NORELCO
Close-shaving rotary action	No	No	No	YES
Real brush motor	No	No	YES	YES
Permanent lubrication	No	No	No	YES
Skin stretcher	No	No	No	YES
Quiet operation	No	No	No	YES
Heats up in hand	YES	YES	YES	NO
Effective with long hairs	No	No	No	YES
Self-sharpening	No	YES	No	YES

Norelco
Rotary Electric Shavers



$24.95
AC/DC
With Travel Case

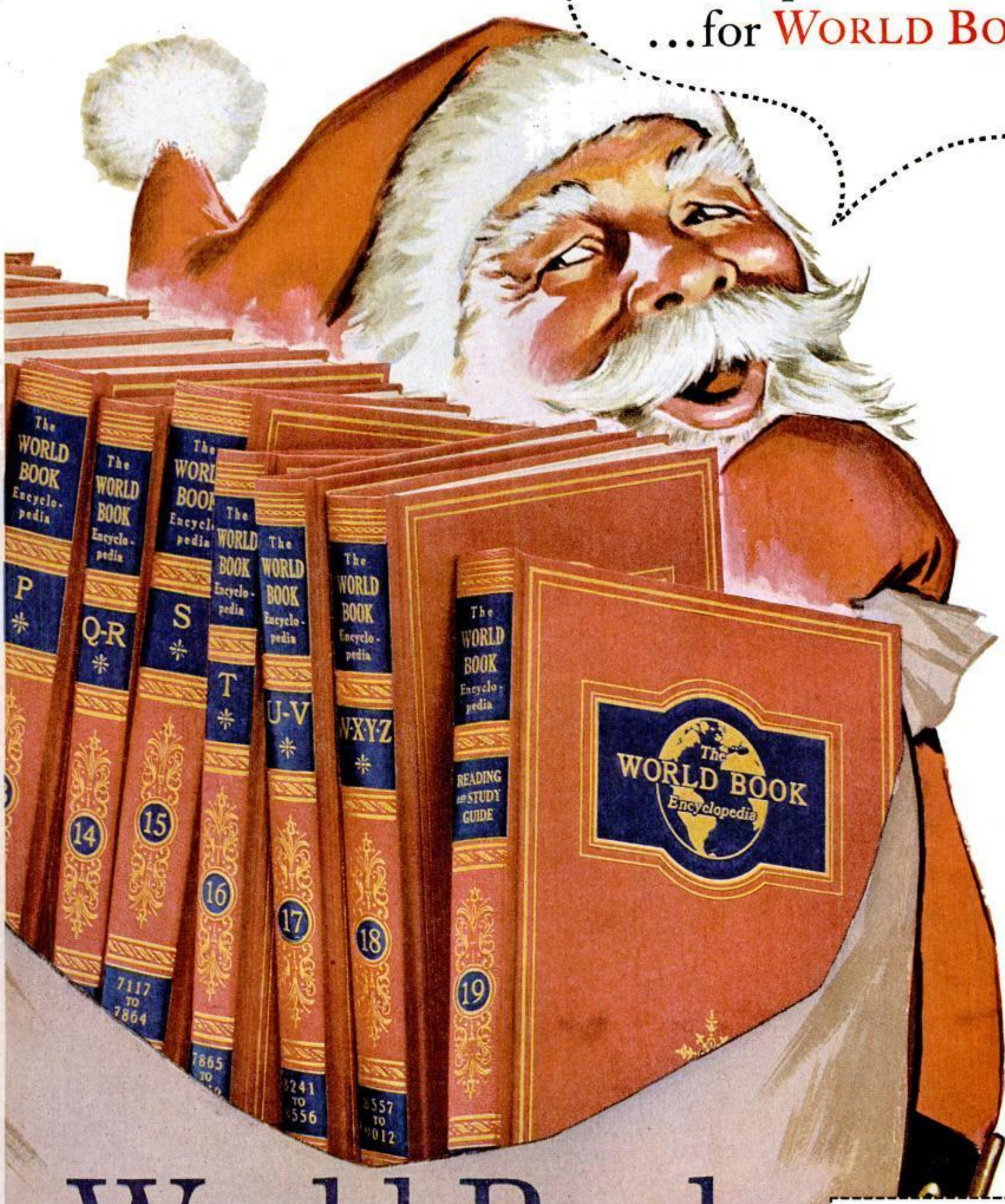
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And all through the year
not a question unanswered
...for WORLD BOOK is here!



This year, to happy mothers and fathers all over America, Santa is bringing a truly unique and precious gift—the famous World Book. For children and grownups the World Book not only answers all questions, but helps develop the "habit of learning," and makes it fun to search out facts.

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For Her: The versatile TRAIN CASE...$17.50*

Holds 52 feminine travel needs... perfect carry-on plane case. Big mirror in the top... removable plastic tray carries cosmetics, jewelry, etc. Better-than-leather finish wipes clean with damp cloth.

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Also serves as handy portable "desk." It's a perfect overnight bag... hinged, locked divider hides shirts, ties, toiletries and pajamas... neatly, compactly. Other side of case serves as a file for business papers.

• Great business gift, too. In Colorado Brown (above), Alligator finish, Rawhide finish and Saddle Tan. Of course other matching pieces can be added later.

*All prices subject to existing taxes. Prices higher outside Continental U. S.

Train Case, featured in Colorado Brown, also in Rawhide finish, Alligator finish, Admiral Blue, Saddle Tan, Bermuda Green.





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Samsonite *flight-proven luggage*

FLIGHT PROVEN PAN AMERICAN WORLD AIRWAYS

BY THE MAKERS OF SAMSONITE CARD TABLES AND CHAIRS

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"You're all Invited for Thanksgiving"

In just a little while, all America will be sitting down to its Thanksgiving dinner.

There will be grandpa and grandma and mother and father and the kids. A big, golden-brown turkey with all the fixin's. And words of gratitude for the many blessings the year has brought.

At Thanksgiving, as on so many other occasions, it's the telephone that brings the family together. It carries the welcome invitation to "come to dinner" and helps to get everything arranged.

Someone, somewhere – close to home or far away – would enjoy hearing your voice by telephone today.

BELL TELEPHONE SYSTEM LOCAL *to serve the community.* NATIONWIDE *to serve the nation.*

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Every inch an active storehouse of power!

It's the *inside* story of a battery that's really important. And that's where Delco's story is best. Delco engineers, you see, have designed a battery in which every inside inch that *ought* to be working *is* working. Every inch is an active storehouse of dependable power, capable of handling the many electrical jobs necessary on today's vehicles.



GM
GENERAL MOTORS
ENGINEERING

✓ *Check these Delco features*

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No fillers or spacers are used in Delcos, as in some batteries that look as big. Delco is 100% an active storehouse of real power.

POWER-FULL CASE

Specially designed, genuine hard rubber for each Delco model; newly engineered for 50% higher impact strength that withstands road shocks.

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Plates amply covered for 4,000-6,000 miles of normal driving, yet there's none of the false security of excessive reserves.

EXCLUSIVE "EXPANDER" FORMULA

This feature of the negative plates means greater cranking power, reduces harmful granulation. Patented! It's only in Delco!

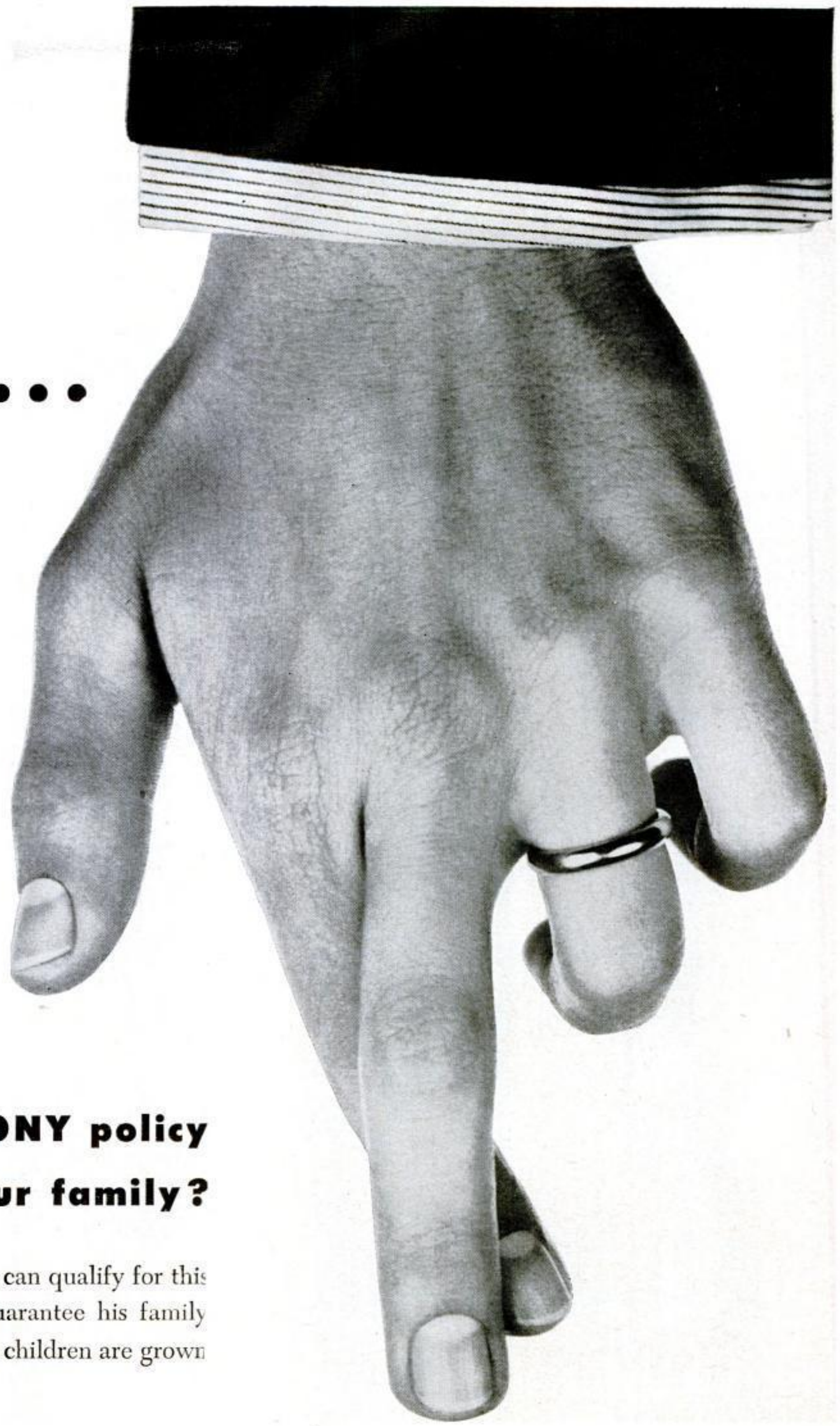
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when you can buy a MONY policy to protect your family?

Here's how little it would cost a 28-year-old father who can qualify for this unusual plan. For only about $5.00 a week he can guarantee his family $10,000 in cash plus a monthly income of $100 until his children are grown —if something should happen to him.

It would take you *years* to accumulate such a sum in any other way. But, from the *very first* day you have your policy, you *guarantee* your family the total value of your policy. That's why life insurance is the *best* way to assure your family's future. Don't just cross your fingers—mail the coupon *today!*

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ATOP OUR HOME OFFICE
Green . . . . . Fair
Orange . . . . . Cloudy
Orange flashing . . . . . Rain
White flashing . . . . . Snow

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"FIRST IN AMERICA"

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Christmas time is TIMEX *time*



TIMEX MARLIN

Waterproof*, dustproof*, shock-resistant. Radiolite dial, sweep second hand, chrome case. Full size model.

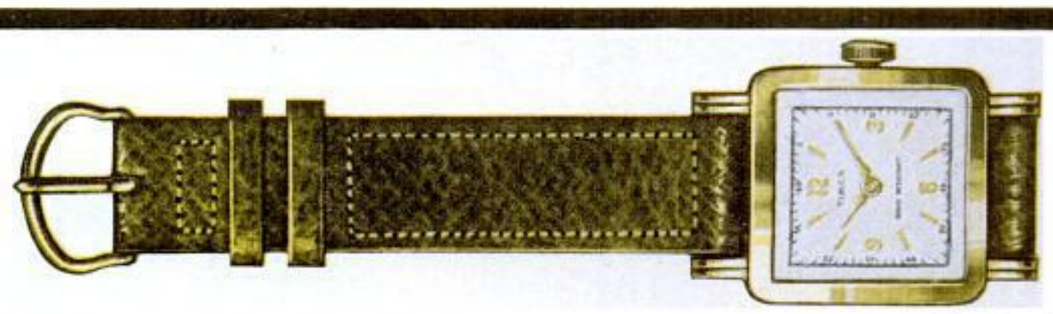
$11.95

TIMEX SPORTSTER

Waterproof*, dustproof*, shock-resistant. Radiolite dial, sweep second hand, chrome case. Small size model.

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TIMEX MONROE Modern square design in gold-toned case, silver-finish dial. **$9.95**



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Many active people favor the sturdy, waterproof*, dustproof* Timex Marlin or Sportster, and the beautiful, gold-toned Timex Monroe and Mercury are among the most popular models. There are many other Timex watches to choose from — at stores everywhere.

All Timex watches have the famous, shock-resistant, V-Conic movement with Armalloy bearings, stainless steel back, genuine leather bands.

*Stay waterproof and dustproof as long as crystal, crown and back are intact, and if removed, expertly replaced.

ALL PRICES PLUS 10% FEDERAL TAX

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A NEW IDEA OF THE BOOK-OF-THE-MONTH CLUB

ALL TOO FREQUENTLY, most of us are aware, we do not listen to good music with due understanding and appreciation. Our minds wander, and we realize afterward that we have missed most of the beauties of the work. There is no doubt about the reason: we are not primed about *what to listen for*. MUSIC-APPRECIATION RECORDS meet this need—for a fuller understanding of music—better than any means ever devised. They do it, sensibly, by *auditory* demonstration.

YOU HEAR MUSIC AS THE GREAT CONDUCTORS HEAR IT . . . On the podium they have in mind at every moment the various themes of the work, their interplay and development, and the main architectural features of the composition. This combined aesthetic and intellectual pleasure is what every music-lover can now acquire through MUSIC-APPRECIATION RECORDS. After hearing several of these records, all the music you listen to is transformed, because you learn in general what to listen for. This enjoyable form of self-education can be as thorough as the Music-Appreciation courses given in any university.

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As a demonstration

WILL YOU ACCEPT WITHOUT CHARGE



Beethoven's Fifth Symphony

A NEW HIGH-FIDELITY RECORDING BY THE **LONDON SYMPHONY ORCHESTRA**

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YOU HAVE HEARD this great work countless times—what have you heard in it? And what may you have failed to hear? This demonstration will show you what you may have been missing in listening to great music.

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Please send me at once the first MUSIC-APPRECIATION RECORD, *Beethoven's Fifth Symphony*, without charge, and enter my name in a Trial Subscription to MUSIC-APPRECIATION RECORDS, under the conditions stated above. It is understood that, as a subscriber, I am not obligated to buy any specified number of records, and may take only those I want. Also, I may cancel this subscription after hearing this first record, or any time thereafter at my pleasure, but the introductory record is free in any case.

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MAR 1

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Good starts help you get up on your toes!

Your best days start the night before. Naturally! For with nightfuls of completely relaxed, correctly supported slumber, you fill the days with your *own* sunshine! But you can't do it with a too-hard or too-soft mattress — or one that contributes to nervous tensions or allergies. You need modern, *scientific* slumber-mates like the AIRFOAM-ENGLANDER combination. It has brought deep sleep, new vitality to millions!

Goodyear, Airfoam Department, Akron 16, Ohio

You get *all* these when you insist on AIRFOAM-ENGLANDER:

FIRM, ALL-OVER SUPPORT – The mattress is a continuous honeycomb of buoyant AIRFOAM–strongest where your weight is greatest – to give you healthful, *all*-over support.

EVERY CURVE CRADLED – AIRFOAM, with over half a million air-cushions in each cubic inch is *naturally* buoyant. It fills in back- and body-hollows, relaxes every nerve, joint and muscle.

A BOON TO ALLERGY SUFFERERS – Unlike other type cushionings, AIRFOAM doesn't cause dust, lint or fluff that excite the common allergies.

NEVER NEEDS TURNING – AIRFOAM breathes fresh air with your every motion, keeps itself cool, fresh and inviting, plumps *itself* up in the morning!

LONGEST LASTING – because AIRFOAM is scientifically molded *all in one piece*, there are no separate parts to sag, snag or break down.

THE SLEEP THAT'S 3-LAYERS DEEP – The sleepful advantages of AIRFOAM (1) are enhanced by the yielding upper spring layer (2) that fits your body weight and contour–and the firm lower spring layer (3) of the ENGLANDER RED-LINE FOUNDATION.

AIRFOAM Mattress $69.75

ENGLANDER RED-LINE Foundation . $69.75

(Prices subject to change without notice)

Airfoam–T. M. The Goodyear Tire & Rubber Company, Akron, Ohio
Red-Line–T. M. The Englander Company, Inc., Chicago

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How the $5 a Week Plan Works

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● Here's the new way to have 20 years of sound life insurance protection . . . that may actually COST YOU NOTHING! With United of Omaha's new 20-20 Plan, you protect your family for these important next 20 years. And at the end of 20 years, you can take a FULL CASH REFUND . . . thousands of dollars in cash savings to use as you please.

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If you are between 1 and 55, in good health and can save $2, $3, $5, or $10 a week, United of Omaha has a Cash Refund-Family Protection Plan to bring you financial security. Learn more about it by mailing this coupon *today!*

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I can save ☐ $2 wk. ☐ $3 wk. ☐ $5 wk. ☐ $10 wk. and want to know what this will buy for me under your 20-20 Plan. Please give me full particulars. No obligation whatsoever.

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THE *FORWARD* LOOK

"7 top fashion designers find Chrysler Corporation's 1955 cars a stimulating new concept of good design."

L. L. Colbert. President



Left to right: Tom Brigance • Anne Fogarty • Clare Potter • Lily Daché • Nettie Rosenstein • Pauline Trigere • Claire McCardell

AT a special advance showing in New York, the celebrated fashion designers, above, saw a line of motor cars that was bright and alive and *wholly new*. And what they saw, you can see soon!

They saw Chrysler Corporation's new 1955 cars—Plymouth, Dodge, De Soto, Chrysler, Imperial—the cars with the all-new concept of style we call THE FORWARD LOOK.

These experts found THE FORWARD LOOK a design that matches the moods, needs and attitudes of today's motor car owners . . . and does it in a fresh and imaginative way.

They admired the all-new contemporary design, the *long, low lines* that America's motorists have been eager for. They were struck by the *look of motion* these cars give even when they are standing still.

The beauty and astonishing visibility offered by the New-Horizon windshields delighted them—for these are the only fully swept-back, fully wrapped-around windshields on any car.

They were attracted to the *rich fabrics* and the compelling new *colors*. They found wonderful convenience in the unique new position of the PowerFlite Range Selector.

THE FORWARD LOOK that intrigued these famous designers will no doubt intrigue you, too. We believe you will find in these cars just what you've wanted, just what you've asked for and hoped for in your next motor car. In a few days, you'll be able to see THE FORWARD LOOK. Don't miss it!

On Display November 17! The 1955 PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

CHRYSLER CORPORATION 〉 THE *FORWARD* LOOK

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See Chrysler Corporation's great new full-hour TV Shows—"Shower of Stars" every 4th Thursday..."Climax!" the 3 intervening Thursdays. CBS-TV, 8:30-9:30 P.M., EST.

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Now try Franco-American Macaroni with cheese sauce

—YOU MAY LIKE IT EVEN BETTER THAN THE HOMEMADE KIND!

THIS is *another* Franco-American triumph—quite different from popular Franco-American Spaghetti.

This is *Macaroni*, made with a rich, irresistible cheese sauce. And so deftly seasoned you'll wish *you* knew the secret recipe.

Franco-American Macaroni is magically easy to serve. All you have to do is place the contents of the can in a saucepan and heat it. Or, you can follow the example in our picture above: put it in a casserole, cover with buttered bread crumbs, and brown very quickly in your oven.

Then you have a dish you'd certainly be proud to serve anytime!

As in all Franco-American products, the ingredients that go into our Macaroni are really fabulous. They include a special cheese—aged natural Cheddar, shelf-cured. And butter and milk, fresh from the farm.

Which brings us to another good point: Franco-American Macaroni is wonderfully *nutritious*. One average serving has more protein than a farm-fresh egg!

And you get all this goodness for about nine cents a serving!

If you haven't discovered this delicious Franco-American Macaroni, why not give it a try right away?



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FRUIT COBBLER



COFFEE CAKE



Pancakes



DROP BISCUITS



WAFFLES



PINEAPPLE UPSIDE-DOWN CAKE





MEAT PIE



SHORTCAKE



or Cookies



VELVET-CRUMB CAKE



MUFFINS

Dumplings



NUT BREAD



or Biscuits



Bisquick's right for so many things!

If you feel like baking today, you let Bisquick help. It can, you know . . . because it's made with the same fine ingredients you start with for almost everything you bake. Of course, we measure them out carefully and blend them together much more thoroughly than you'd want to take the time to do. And that's why Bisquick is every bit as good (and easy) for nice crisp waffles as it is for a simple batch of good hot homemade biscuits. My directions for a dozen good things are right on your Bisquick box.



Betty Crocker
of General Mills

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LETTERS TO THE EDITORS

HAZED BY HAZEL

Sirs:

I'm sure I'll be only one of thousands who want to know what happened to the kitten in your picture ("Hazed by Hazel," LIFE, Oct. 25).

MONTE DRAEGER

Dallas, Texas

● The kitten (*right*), none the worse for the ordeal, was lost by 5-year-old Lynn Pyle of Wrightsville Beach, N.C. when ocean waves invaded the Pyle home. A few hours later LIFE's photographer-reporter team found it on the beach. Last week the Wilmington *Star-News* relocated the kitten by asking its readers for information. Unnamed before, the kitten has been christened Havoc.—ED.



KITTEN TODAY

MOUTHPIECE EXTRAORDINARY

Sirs:

As a former missionary in India I felt very sorry when I read in the papers recently that our relations with India were at an "all-time low." Needless to say, when I saw your recent article about Krishna Menon ("Mouthpiece Extraordinary and Troublemaker Plenipotentiary," LIFE, Oct. 25) I felt still worse—and realized anew how greatly the press has injured our relations with foreign countries. Is Menon or the American press the greater "international troublemaker"?

MRS. DAVID B. UPDEGRAFF

Ardmore, Pa.

Sirs:

Mr. Campbell's article on Menon was admirable because, by emphasizing his extreme views, it made the views of other Indian spokesmen appear more moderate.

We must remember that India is still blinking her eyes to adjust her vision to the bright sun of independence. To most Indians "Western imperialism" is not a mere figment of the Communist imagination; it is a yoke of which they were relieved only yesterday. . . .

ROBERT A. CLEAVES

Westfield, N.J.

GAMBLER'S PARADISE LOST

Sirs:

. say "bravo" to Ernest Havemann for the many laughs. His story, "Gambler's Paradise Lost" (LIFE, Oct. 25), reflected my own impressions of Reno. With sleep-filled eyes I periodically drive the 500-mile round trip to Nevada to spend a few hours at the black jack tables and "one-armed bandits." I seldom win and when I do I'm not wise enough to quit when I'm winning, so I incessantly find myself second-guessing my day of gambling all the way home. . . .

JEAN STROOBANT

Oakland, Calif.

Sirs:

I have been a "21" dealer in Stateline, Nev. and also worked in Reno, but I have yet to see any old bags, like those shown in your drawings, dealing "21." The girls in Harolds Club are very nice and smile quite often. They aren't allowed to make conversation. After all, they have to concentrate on the game.

JAYNE MOCKEN

Fort Lauderdale, Fla.

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ADAMS FAMILY PAPERS

Sirs:

In your very interesting and excellent story about the Adams family papers ("Adams Family Unseals Its Papers," LIFE, Oct. 25) you mention that the papers will be published by Harvard University Press. Actually, these volumes will be issued by the Belknap Press of Harvard University Press, and their publication by Harvard would be impossible at this time but for the generosity of the late Waldron P. Belknap Jr.

THOMAS J. WILSON
Director

Harvard University Press
Cambridge, Mass.

Sirs:

It is very amusing to find Arthur Stone Dewing, distinguished author, retired Harvard Business School professor and now business adviser for corporations and individuals, pictured and referred to in your article as "coin collector Arthur Dewing Stone."

LLOYD L. MORAIN

San Francisco, Calif.

● Mr. Dewing, past president of the American Numismatic Society, is best known as a utilities executive and author of books about corporations.—ED.

MORAVIAN TOWN REPRIEVED

Sirs:

I found your article "Moravian Town Reprieved" (LIFE, Oct. 25) most familiar. No matter where one roams, sooner or later he finds news about "home" in LIFE. My sons were very interested too in the city mother came from.

MRS. G. S. COOK

Schenectady, N.Y.

KANSAS CITY'S HIGH HEREFORD

Sirs:

Concerning Kansas City's high Hereford (LIFE, Oct. 25) the huge Hereford is rising majestically, as you say, but it is not doing so above the Kaw. The airport in the picture is "across the wide Missouri." The Kaw is out of the picture about a mile downstream.

OTIS BRYAN JR.

Cambridge, Mass.

● It was the Missouri.—ED.

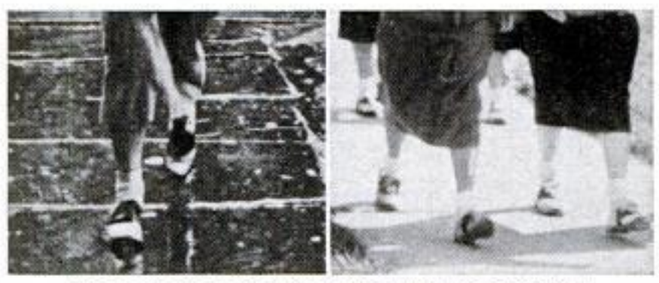
BIG TEN LOOK

Sirs:

Since when are we Eastern colleges sloppy ("The Big Ten Look," LIFE, Oct. 25)? I'll have you know we're more collegiate than those Big Ten ever will be! Where the heck were their Bermudas and knee socks, pin-down and button-down shirts, charcoal-black suits, white blazers, dirty bucks, plaid belts?

JOANNE KODZIS

Boston, Mass.



VASSAR LOOK 1937, BIG TEN LOOK 1954

Sirs:

In your February 1, 1937 issue you did a story on Vassar in which you showed a picture of "Vassar clothes." You'll see (*above*) that the Vassar look of 1937 is identical with the Big Ten look of 1954.

MARY J. GILBERT

Hamden, Conn.

Sirs:

I thoroughly enjoyed the cover of coeds at Michigan State. But why did you not identify the three lovely girls? The girl in the upper right-hand corner was Janice Somers who was Miss Michigan of 1955 and fourth runner-up in the Miss America pageant.

JUDITH SCHALK

Muskegon, Mich.



JANICE SOMERS

● Miss Somers, 20, of Elmhurst, Illinois, was voted Miss Big Ten, then Miss Michigan (*left*). A junior, she is majoring in elementary education. The other two girls on the cover were (*left to right*) Ardeth Raymond and Christine Crotty.—ED.

A TOUCHY THEME FOR FRANK

Sirs:

You probably considered the attack on President Lincoln as the first of the six attempts which you say have been made on a President's life ("A Touchy Theme for Frank," LIFE, Oct. 25). But 30 years before that there was an attempt on the life of President Andrew Jackson. U.S. Senator Thomas Hart Benton wrote this eyewitness account:

"On Friday, the 30th of January (1835), the President attended the funeral ceremonies of Warren R. Davis in the House of Representatives. The procession had reached the foot of the eastern portico, when . . . a person stepped from the crowd in front of the President, levelled a pistol, and attempted to fire. The cap exploded without firing the powder in the barrel. Instantly the person took another pistol from his left hand, levelled it and pulled the trigger. . . . Again the cap exploded without firing the powder. The President instantly rushed upon him with his uplifted cane; Lieutenant Gedney of the Navy knocked him down. . . . His name was Richard Lawrence, a house painter out of employment, melancholy and irascible." He ended his days in an insane asylum.

ROGER P. MARSHALL

Raleigh, N.C.

● LIFE should have counted the little-known attack on Jackson in counting up the attempts. Three presidents, Lincoln, Garfield and McKinley, were assassinated. The other four attacked were Jackson, the two Roosevelts and Truman.—ED.

DIRECT TO CONSUMER

Sirs:

Blackie, one of the three kittens whom you show getting their milk in "Direct to Consumer" (LIFE, Oct. 25), was killed last week by a hit-and-run motorist. We buried him near a telephone pole close to the spot where he was killed. We will certainly miss him.

ARCH BADERTSCHER

Fresno, Calif.

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WEARING NUMBER 209 on her chart. Gina Lollobrigida shows off deservedly famous 36–22–35 figure. She stands 5′5″, including hairdo, is roughly a size 12.

SPEAKING OF PICTURES . . .

. . . Lollobrigida draws key to her closet

Although much of Gina Lollobrigida's movie fame rests on an ability to look spectacular in tatters and peasant costumes, the Italian actress has for her personal use a huge and elegant wardrobe of more than 250 outfits. As the collection grew unmanageable, Gina ran into trouble. A request for the "light blue silk" might bring her maid with a dozen dresses. So to save endless describing Gina worked out a chart of the entire wardrobe. Since she likes to draw she did all the artwork herself, spending three days making meticulous pencil sketches (*right*), then numbering and describing each one. Now Gina asks for a dress by number and out it comes. Her painstakingly detailed guide has only an occasional discrepancy—in drawing No. 209 (*above and on the cover*) she draped the dress on the wrong hip. On the following pages Lollobrigida's sketches are described.



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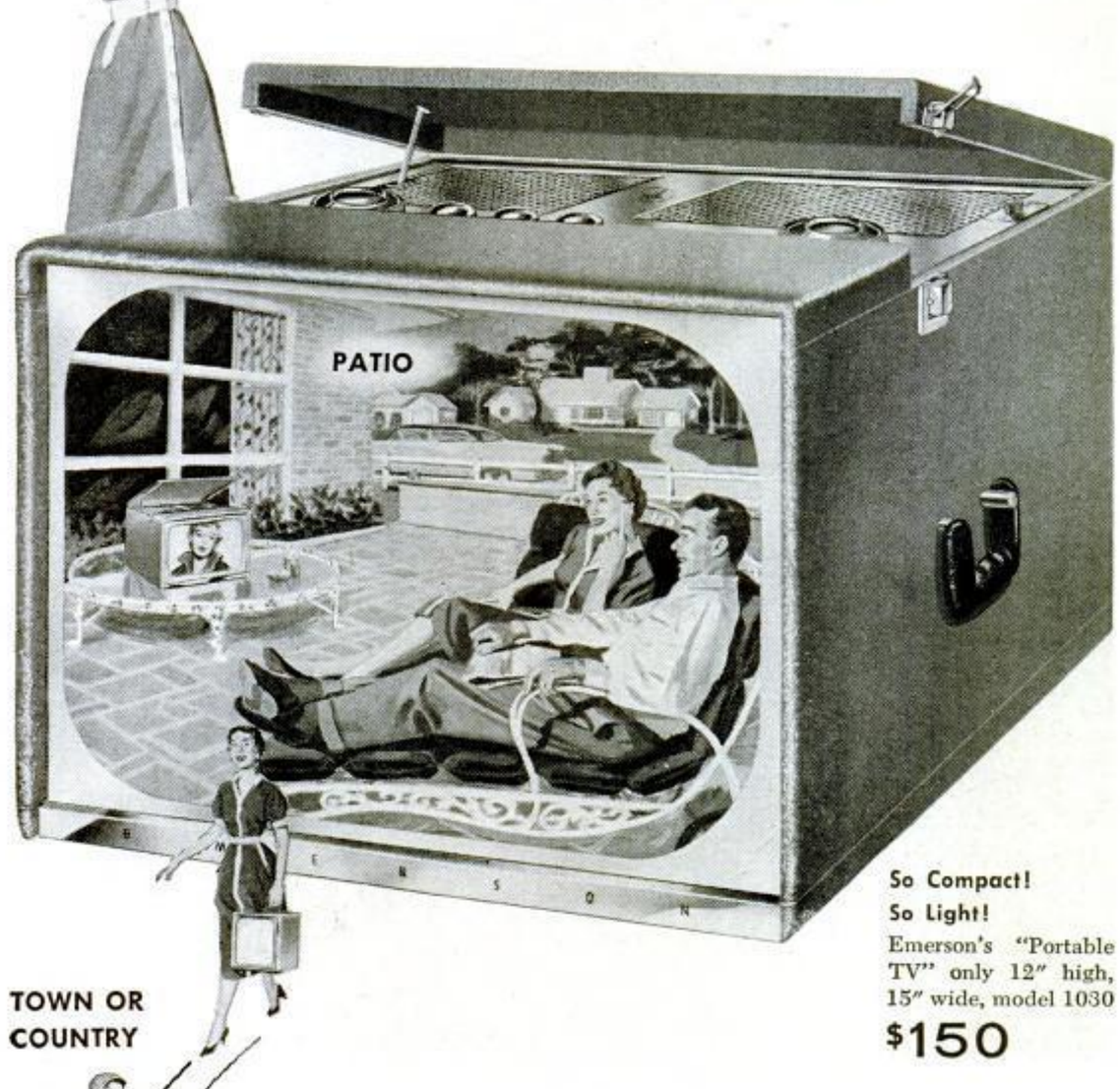


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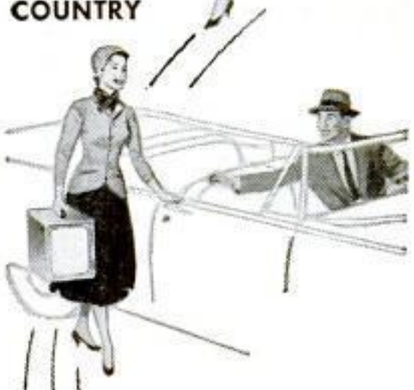
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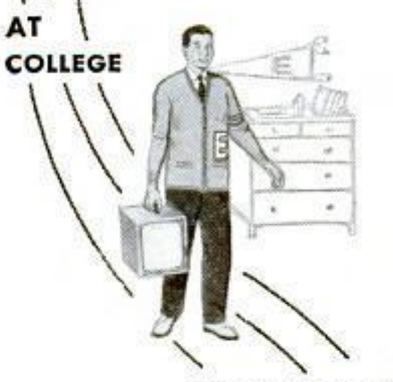


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GINA'S DESCRIPTIONS IDENTIFY HER DRAWINGS



DRAWING HER WARDROBE, she uses draftsman's pencil. Original sketches are 1 3/4 inches high.

Lollobrigida's clothes are all made in Italy, most of them by Rome's Emilio Schuberth, and are designed more with an eye on Gina's figure than on the season's new silhouettes. She owns many of them in multiple—she has suit No. 72 in seven colors—so many sketches bear many numbers, one for each color. Each of the outfits shown on the previous pages is identified here: **1**—White and blue poplin sun dress, shown without and with bolero. **2**—Pink strapless dress with white appliqué, without and with bolero. **3**—Gray taffeta street dress. **4**—Light tan dress with blue revers. **5**—Tan short-sleeved suit with blue collar. **6, 7**—Shirtwaist dress in white and gray spotted silk, also in white embroidered linen. **8**—Black and white print sheath with scoop neck, also shown with box jacket. **9**—Black and white jumper with white blouse. **10**—Orange jersey blouse and black jersey skirt. **11**—Afternoon dress of cotton and silk with tiered skirt. **12**—Black blouse and sheer overdress of black and white plaid. **13-15**—Slim velvet suits in chestnut, yellow, pale blue. **16**—Striped silk suit with white binding. **17**—Yellow jacket lined with striped silk material of No. 16. **18**—White cotton off-the-shoulder dress with green embroidered underskirt. **19**—Red sheath with fine-shaded black embroidery, also shown with flaring overskirt. **20**—Gray coarse wool dress trimmed with pink. **21**—Pink three-quarter-length jacket. **22**—Blue sheath with white and red collar. **23**—Light coat of blue lined with white. **24**—White playdress with blue border. **25**—Long-torsoed dress of coarse gray wool. **26**—Shirtwaist dress of green poplin. **27**—Yellow poplin square-necked sheath with fly front. **28**—Yellow poplin coat with full sleeves. **29**—Halter-necked cocktail dress of striped organza with white embroidery. **30**—Matching coat of striped organza. **31**—Scoop-necked afternoon dress of white organza with black pattern. **32-34**—Cocktail dresses of draped chiffon in orange, white, blue. **35-37**—Summer coats of spotted silk in blue, orange, white. **38**—Cocktail sheath of gray silk with white lace draped at hip. **39-41**—Slim strapless cocktail dresses embroidered with sequins, in white, gray, green, with stoles. **42, 43**—High-necked, long-sleeved cocktail dresses of draped jersey in black, pink. **44**—Cocktail dress of black velvet with white satin petal collar. **45**—Cocktail dress of black taffeta with shirred bodice, portrait collar. **46, 47**—Cuffed faille coats in pink, gray. **48**—One-strap cocktail dresses of smoke gray chiffon. **49**—Cocktail dress of white and gold Indian silk with red stole. **50**—Cocktail dress of black wool embroidered with rhinestones. **51-53**—Slim suits of lace in black, blue, white. **54, 55**—Wide-skirted cocktail dress of white satin with black lace blouse; same with colors reversed. **56**—Cocktail dress with pleated skirt and embroidered organza blouse. **57**—Cocktail dress of gold lamé with black stripes. **58-60**—Halter-topped nylon cocktail dresses in shaded blue, gray, red. **61**—Tailored suit of gray striped wool. **62**—Full-length leopard coat. **63, 64**—Leopard-belted wool street dresses in blue, tan. **65, 66**—Buttoned-front wool sheaths in olive green, gray. **67-69**—Collarless jersey dresses in yellow, pale blue, gray. **70**—Wrapped blouse of white wool and blue skirt. **71**—Blue and white box jacket with outsize collar. **72-78**—Cardigan jackets and pleated skirts in white, yellow, pale blue, pink, gray, violet, red. **79**—Street dress of yellow wool with flaps on pockets. **80**—Blue wool dress with V-neck. **81**—Slim blue wool dress with small bow. **82**—Tailored gray and black striped suit. **83-85**—Shawl-collared suits of spotted wool in white, blue, pink. **86, 87**—Double-breasted suits in gray, black. **88**—Red jacket with astrakhan collar and black skirt. **89**—Blue and white striped wool suit. **90**—Black suit with black appliqué. **91, 92**—Stoles n sapphire mink, wild mink. **93**—Gray wool suit with rever at top and bottom of jacket. **94**—Double-breasted red jersey suit. **95**—Fur piece made of six sapphire mink skins. **96, 97**—Belted three-quarter-length coats in black, red. **98, 99**—Wool coats with tie in sea green, gray. **100**—Chestnut and yellow plaid coat with tab under collar. **101, 102**—Raincoats, black lined with red, gray lined with black velvet. **103**—Flared blue wool coat with yoke. **104, 105**—Sports jacket of multicolored wool and slim gray dress. **106**—Fitted suit of red wool. **107**—Black wool coat with sunburst stitching. **108, 109**—Collarless faille

CONTINUED ON PAGE 22

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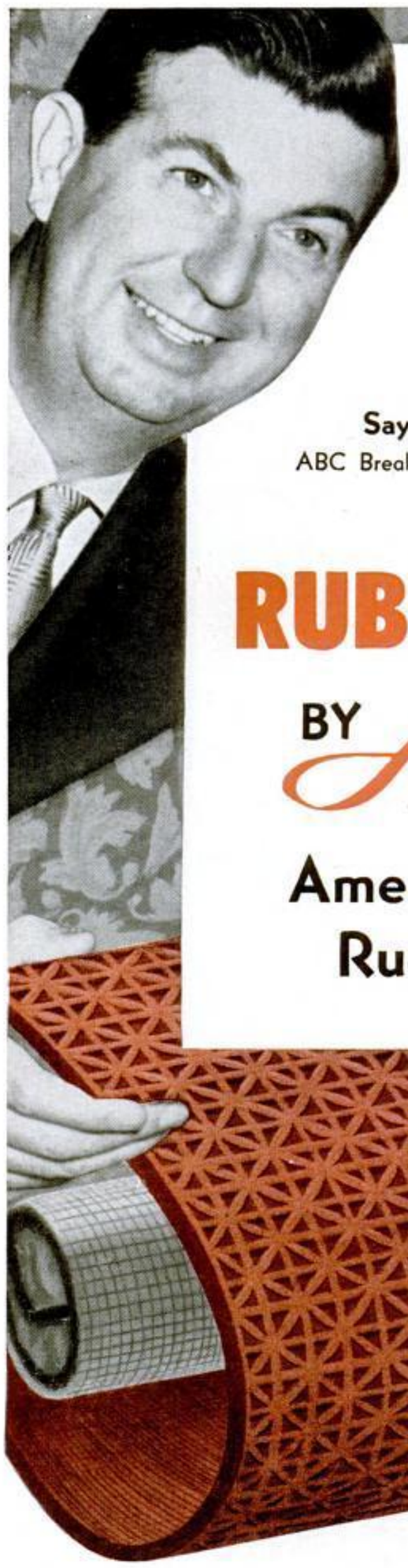
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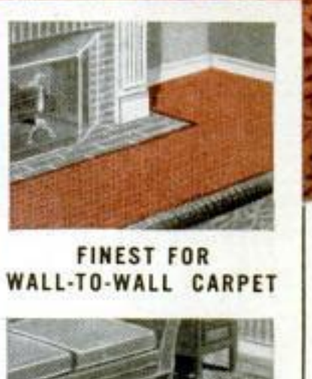
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LOLLOBRIGIDA'S CLOSET CONTINUED

coats in white, black. 110—White organza short evening dress with leaves appliquéd on skirt. 111—Slim black wool evening dress with stole lined in red. 112—Pink tulle evening dress embroidered with gold sequins. 113—Pink faille evening coat. 114—Black velvet evening coat. 115—Strapless yellow evening dress with rhinestones on bodice. 116—Matching coat with tiered lining. 117—Black tulle evening dress with appliquéd pink roses. 118—Pink and white organza evening dress with rhinestones. 119—White fox stole. 120—Narrow evening dress of pleated blue silk. 121—Pink and white nylon evening dress, bodice embroidered with beads. 122—Pink silk evening dress with bodice of pink leaves. 123—Light blue evening dress with sequins. 124—Light blue velvet evening coat. 125—Beaded blue cocktail dress with stole. 126—Mandarin-collared blue silk coat. 127—Violet silk cocktail dress with scalloped hem. 128, 129—Velvet coats in violet, white. 130-136—Coats in white mink, wild mink, white suede, pale blue suede, black broadtail, gray and white broadtail. 137—Draped evening dress of pink silk jersey. 138—Flowered white evening dress with apronlike skirt. 139—Slim red evening dress decorated with black. 140—Red and black evening coat. 141—Gray faille and velvet evening dress decorated with rhinestones. 142, 143—Short evening dresses of tiered faille in white, green. 144—Slim blue suit with striped collar. 145—Gray and black faille cocktail dress with tunic overskirt. 146—Same as No. 145 without jacket. 147—Gold embroidered cocktail dress with yellow scarf. 148, 149—Cocktail dresses with skirts of shirred grosgrain ribbon in white, green. 150, 151—Damask suits in black, gray. 152, 153—Black grosgrain cocktail dress and Indian scarf of red and gold. 154—Pink and black striped coat with long lapels. 155—Dress to match No. 154. 156, 157—Lace cocktail dresses in white, black. 158—Yellow and white low-necked suit. 159—Sleeveless white dress with blue embroidery. 160, 161—Wool coats with stitching in white, pink. 162—Miss Lollobrigida skipped this number. 163—Gray and white nylon princess dress. 164, 165—Linen suits in pale blue, yellow-orange. 166—Blue taffeta dress with white decoration on skirt. 167, 168—Belted jersey suits in chestnut, yellow. 169, 170—Scoop-necked flowered dresses in white, red. 171, 172—Blue wool suits and blue and white scarves. 173—White broadtail stole. 174—Chestnut gabardine suit with three-quarter sleeves. 175—Pale blue wool coat with big fur collar. 176—White wool dress with V-neck. 177—Striped red jacket over No. 176. 178, 179—Spotted organza bow-tied dresses in white, gray. 180, 181—Damask cocktail dresses with jeweled straps in chestnut, white. 182, 183—Damask coats to match Nos. 180, 181 with fur cuffs in chestnut, white. 184—Draped white jersey evening dress. 185—Blue chiffon evening dress with harem overskirt. 186—High-necked black dress with mink collar. 187, 188—Wrapped wool dresses in white, pink. 189—Draped blue jersey evening dress. 190-192—Black blouse and cotton dresses in red, green, gray. 193—Sea-green wool suit. 194—Draped red silk evening dress. 195—Gray damask coat with sapphire mink trim. 196—Pleated yellow silk evening dress with V-neck. 197—Pleated cape to match No. 196. 198—White wool halter dress. 199-201—Wool suit-dresses in white, black, blue. 202, 203—Velvet three-quarter-length coats in white, black. 204—Gray wool dress with cowl collar. 205—Red wool dress with long sleeves. 206—Gray suit with black collar. 207—Coarse wool cyclamen dress with low neck. 208—Halter-topped blue silk evening dress. 209—Gold lamé halter-topped evening dress. 210—Silver lamé coat trimmed with velvet. 211—Silver lamé cocktail dress with single rhinestone strap. 212—Gray jersey cocktail dress with embroidered midriff. 213—Wrapped gray jersey cocktail dress. 214-217—Long-torsoed housecoats in white, pink, pale blue, black. 218-221—Housecoats with flounced collar in white, pink, pale blue, black. 222-228—Tailored housecoats in red, gray, green, blue, yellow, pink, white. 229-231—Velvet housecoats in green, violet, red. 232-236—Negligees in white, pink, pale blue, black and pea green. 237, 238—Chiffon housecoats in gray, pink. 239-248—Blouses and skirts in combinations of white, pale blue, pink, yellow and green. 249-255—White blouse and blouses and sports pants in combinations of black, red, yellow. 256-264—Shirts and shorts in combinations of white, yellow, pale blue, black and one white tennis dress.



USING THE CHART in Rome, Miss Lollobrigida and maid check off clothes to be packed in several trunks for trip to the U.S. Actress is wearing No. 237.

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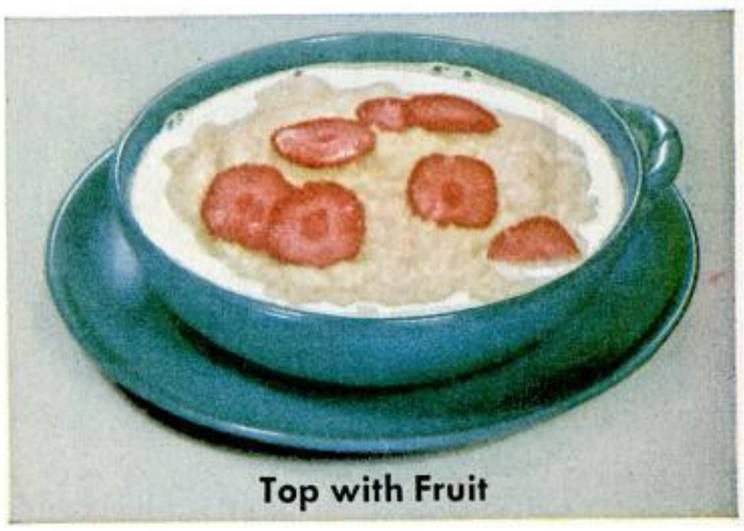



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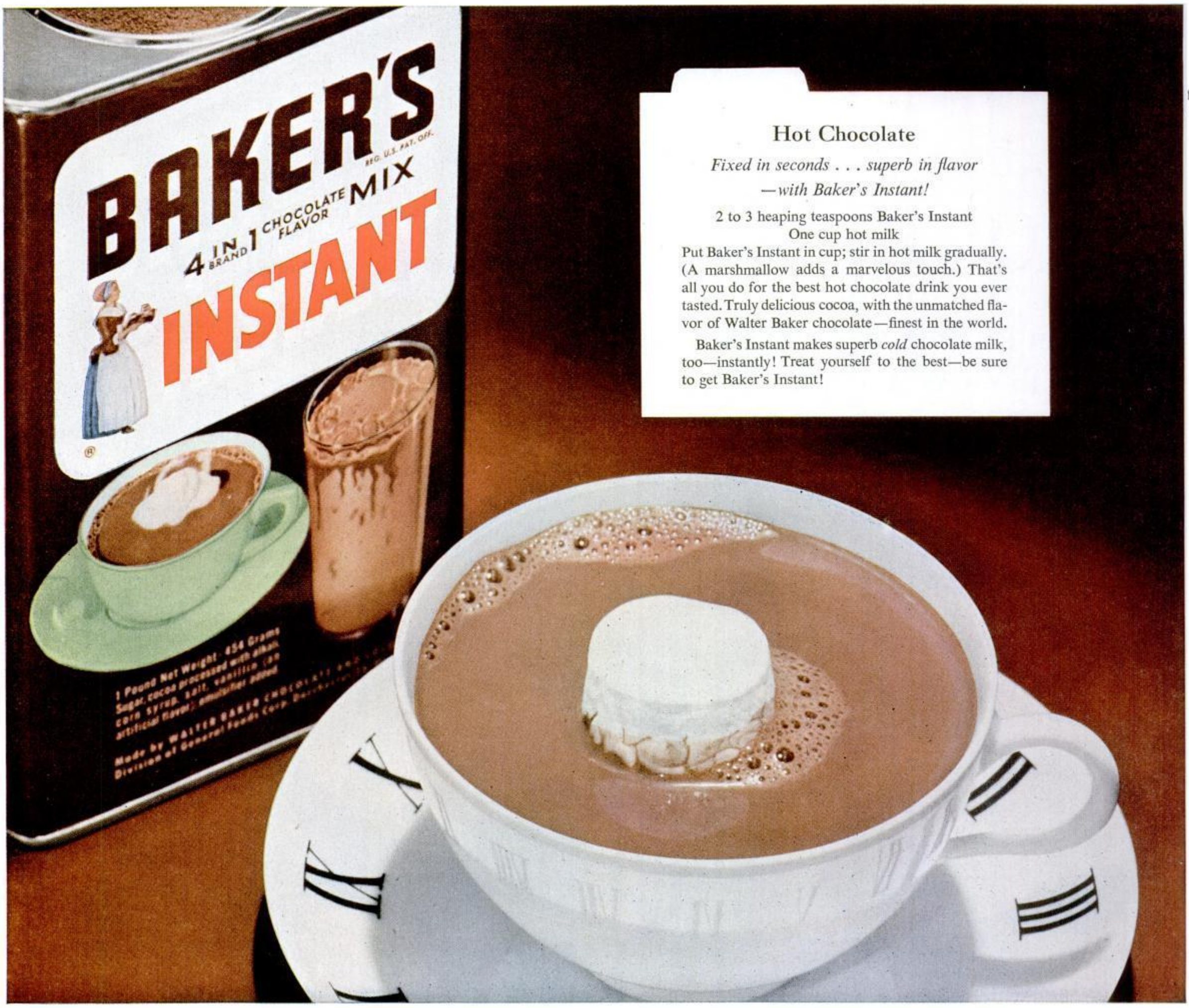
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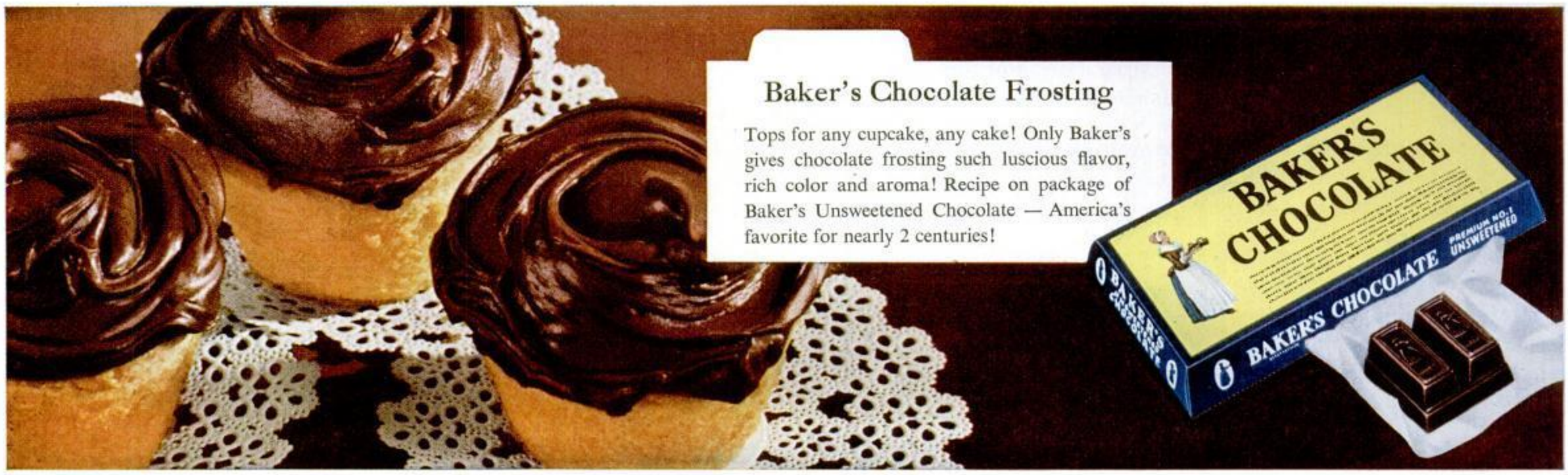
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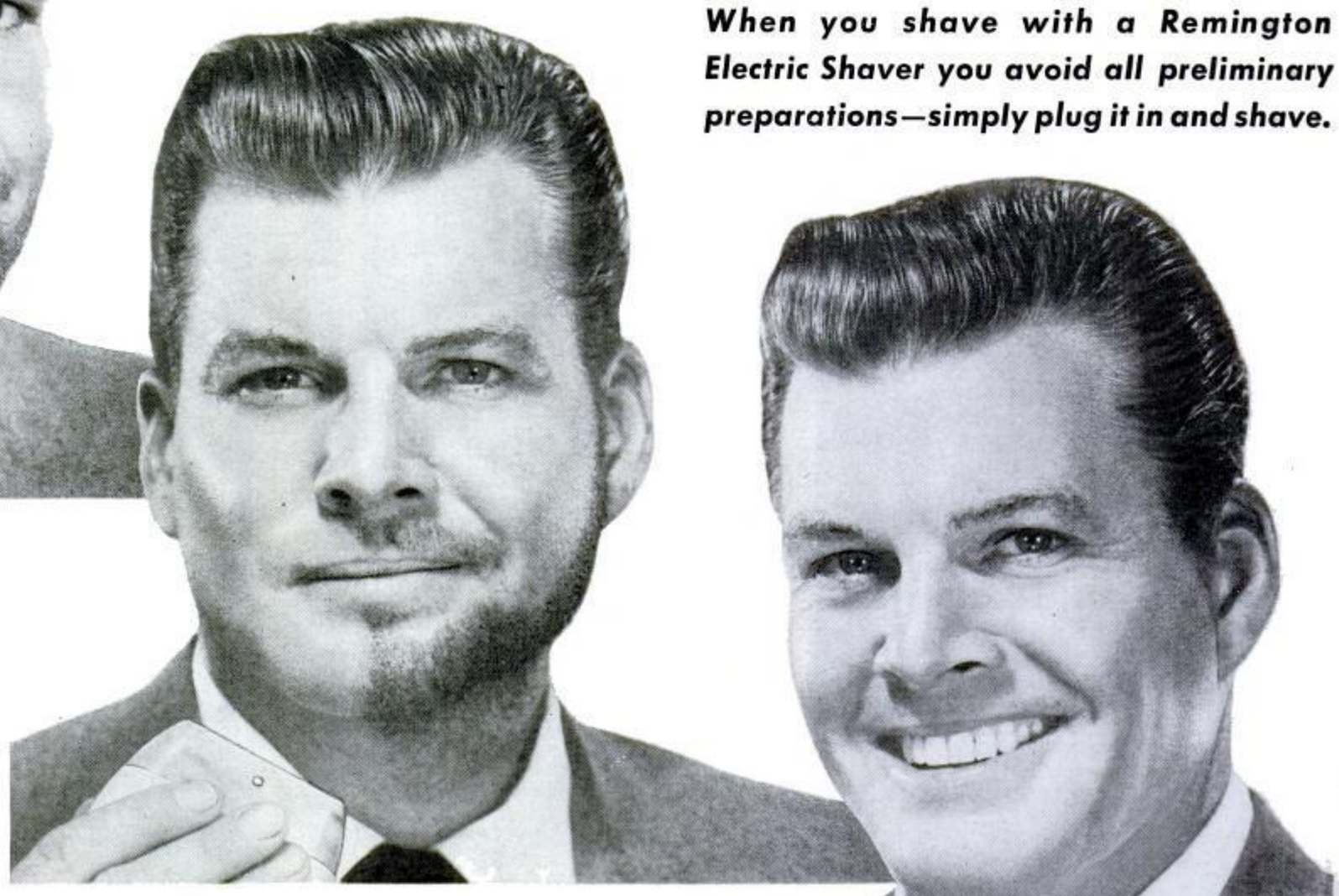
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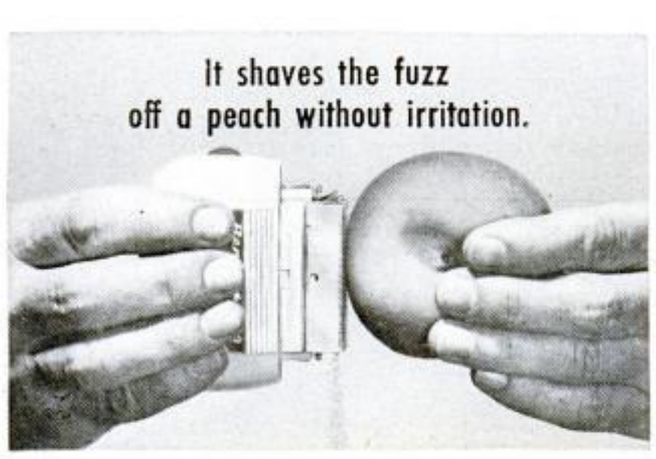
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POLITICIAN'S LIFE TO DATE: ANTHONY EDEN WAS EXPOSED TO CAMERA AT EVERY STAGE OF HIS CAREER FROM BABYHOOD IN 1897 TO PARIS PACT OF 1954

POLITICS, PHILOSOPHY AND PHOTOGRAPHY

Some fortunate politicians, like Sir Anthony Eden, are to the camera born. At almost every stage of his life Sir Anthony has been faced with one lens or another, and the thumbnail biography above, plus pictures accompanying LIFE Writer Emmet John Hughes's new appreciation of Eden (*pp. 175–192*), are only a small part of the material available in the world's files on this eminent diplomat.

Other political faces, some of them on the scene for only a week, are not so familiar as Sir Anthony's, nor is their experience nearly so wide. But they will learn —and in several instances (*pp. 29–35*) they seem well on their way to complete mastery.

Not so with philosophers. Whatever they are born with, it doesn't seem to be journalistic *savoir-faire*. Dr. Albert Schweitzer, with whom LIFE's W. Eugene Smith spent 70 days in Africa to achieve the telling essay that appears on pages 161–172, had little comprehension of Smith's intended job. When Smith tried to photograph him at work, he balked, saying, "People will think Schweitzer has picked up a shovel to show the world he works!" Smith partly placated him by replying, "If the story looks like that then we've both failed." But what finally won his appreciation of the complexities of photography was the tiny passport photo (*left*) that he asked Smith to make for his Nobel Prize trip to Oslo last week. He wanted it overnight, but what with sending to Brazzaville for special printing materials Smith delivered it in three weeks, for him a record. Said the grateful but exasperated doctor, "I'll never again ask a famous photographer to make a snapshot!"



DIFFICULT SNAPSHOT

CONTENTS

COVER
GINA LOLLOBRIGIDA'S WARDROBE (SEE PP. 18-22)

THE WEEK'S EVENTS
A BIG VOTE AND A CLOSE FINISH ... 29
SPEEDIEST SEAPLANE EXPLODES IN FLIGHT ... 36
SNOWY URANIUM RUSH IN ALASKA ... 38
POGO PLANE GOES THROUGH ITS PACES ... 44
A CONVOCATION OF NOTABLES ... 49
LIFE ON THE NEWSFRONTS OF THE WORLD ... 50
GREAT SCENE, GREAT MOMENT ... 63
THE MARCH ON MOSCOW ... 65
TEARLESS FUNERAL ... 103
THE QUARTER-BILLION LOOK FOR 1955 CHRYSLER ... 139
ASSAULT ON A CAKE—A MARINE ANNIVERSARY ... 157

EDITORIAL
A BETTER CHANCE FOR PROGRESS ... 43

PHOTOGRAPHIC ESSAY
A MAN OF MERCY ... 161
PHOTOGRAPHED FOR LIFE BY W. EUGENE SMITH

CLOSE-UP
THE MAN WHO REVIVED HOPE FOR WESTERN EUROPE, by EMMET JOHN HUGHES ... 175

MUSIC
OPERA IS GRAND AGAIN IN CHICAGO ... 53

MEDICINE
A "GAT" FOR KILLING CANCER ... 59

EDUCATION
CLUSTERS OF CLASSROOMS ... 73

SPORTS
GUSTY PARADISE FOR SAND SAILORS ... 83
HER MAJESTY'S HORSE ... 151

MOVIES
EXQUISITE NEW FILMS FROM JAPAN ... 89

INDUSTRY
COOKIE CUTTER AFLOAT ... 98

FASHION
LEGS IN SHOW GIRL STYLE ... 113

NATURE
GASP FOR LIFE: TEXANS KILL UNWANTED FISH BY REDUCING THEIR OXYGEN INTAKE ... 117

MODERN LIVING
BIG OUTDOORS ON A 100-FOOT LOT ... 120

ANIMALS
THE GREAT LIBERCHIMPSKI ... 124

ART
TOMBSTONE TRACERY ... 133

THEATER
LOVE WALKS IN ON LIZZIE ... 143

OTHER DEPARTMENTS
LETTERS TO THE EDITORS ... 15
SPEAKING OF PICTURES: LOLLOBRIGIDA DRAWS KEY TO HER CLOSET ... 18
LIFE GOES TO THE DEBUT OF AN INFANTA ... 194
MISCELLANY: HOW NOW, YOUNG COW? ... 200

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68—RAFE GIBBS—AL HOFMANN FOR DAILY IDAHONIAN
73—WALTER SANDERS
74, 77—PETER STACKPOLE
83—JOHN SADOVY
84, 87—LARRY BURROWS
89 THROUGH 92—DAIEI STUDIOS
94, 97—HARRISON PICTURES CO.
98—JOHN ZIMMERMAN
103 THROUGH 108—PAUL M. PIETZSCH FROM B.S.
113, 114—GORDON PARKS
117, 118—GORDON TENNEY FROM B.S.
120, 121, 122—ERNEST BRAUN
124 THROUGH 128—WALLACE KIRKLAND
133—T. WALTER SANDERS
134—WALTER SANDERS
139—GJON MILI
141—JOE CLARK
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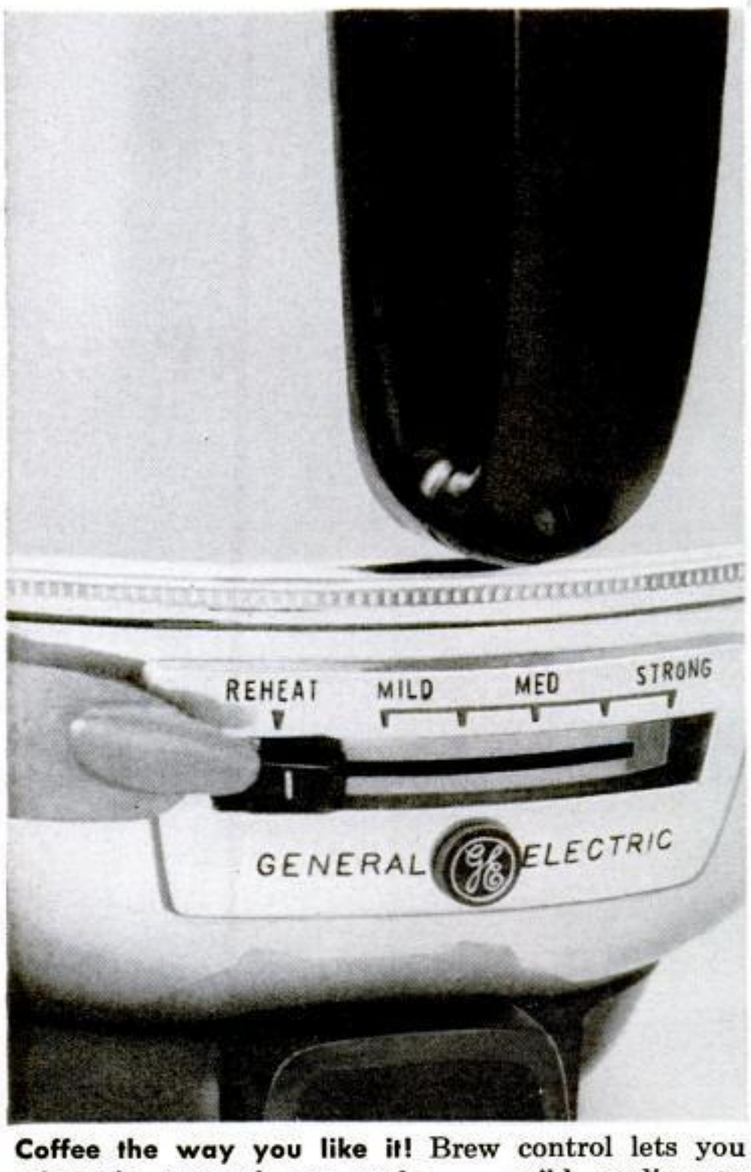
only $29.50*



For years, housewives have hoped for a fully automatic coffee maker that would brew perfect coffee every time, whether it be 2 cups or 9—an automatic coffee maker that would be practical for everyday use.

And now, G.E. has perfected the coffee maker that does just that, and has many other important advantages as well.

*Manufacturer's recommended retail or Fair Trade price.



Coffee the way you like it! Brew control lets you select the strength you prefer . . . mild, medium or strong or any strength between. And coffee stays piping hot until served. Handy re-heat setting re-heats leftover coffee without re-perking.

This new G-E Automatic Coffee Maker makes rich, delicious coffee the way you like it . . . every time. So easy and so quick!

No watching . . . no timing. Just put in coffee and water, set the control for desired strength. Makes coffee the exact strength you prefer.

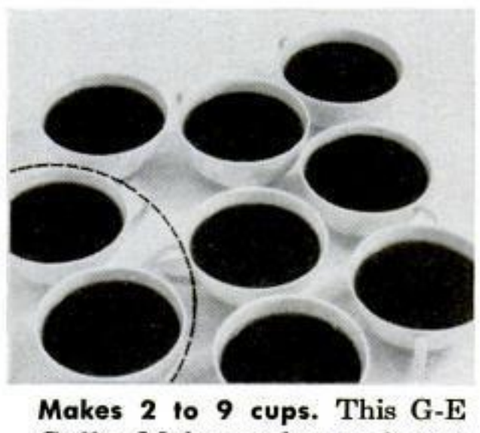
A light signals when coffee is ready, and coffee stays piping hot until serving time . . . automatically.

This new G-E Coffee Maker has extra powerful heating unit that brews 2 cups in less than four minutes, 9 cups in less than fifteen minutes.

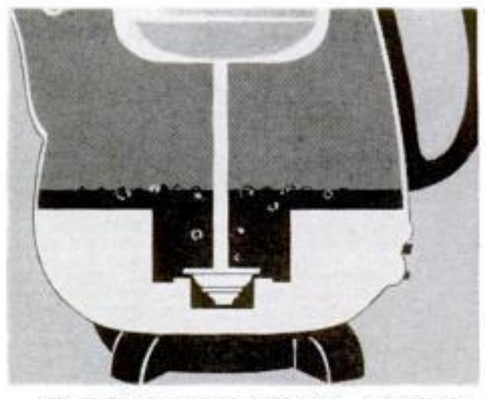
Ask your G-E dealer to show you one. Notice how the handsome design blends with any setting. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL ELECTRIC



Makes 2 to 9 cups. This G-E Coffee Maker makes as few as 2 cups or as many as 9 . . . perfectly. It's as practical for breakfast as it is for entertaining.



G. E.'s special "2-cup well" is the secret of perking small amounts of coffee. Saves coffee because you make only what you need.



Easy to clean. Wide top opening allows your hand to get down inside the G-E Coffee Maker. You can wash it thoroughly, easily and quickly.

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LIFE
Vol. 37, No. 20 Nov. 15, 1954

A BIG VOTE AND CLOSE FINISH

The seesawing fortunes of an Oregon Democrat named Richard L. Neuberger, succinctly revealed in newspaper headlines (*right*), caught the whole flavor of the election. The battle for control of the 84th Congress was as full of suspense as a cowboy cliffhanger. When Democrats finally emerged in control of the House, it was by a margin of only 29 seats, closer than most had expected. Not until 36 hours after polls closed did it finally seem clear that Neuberger had beaten Republican Senator Guy Cordon and thus won the seat that confirmed Democratic control of the Senate by 48 seats (plus the support of Independent Wayne Morse) to 47 for the Republicans.

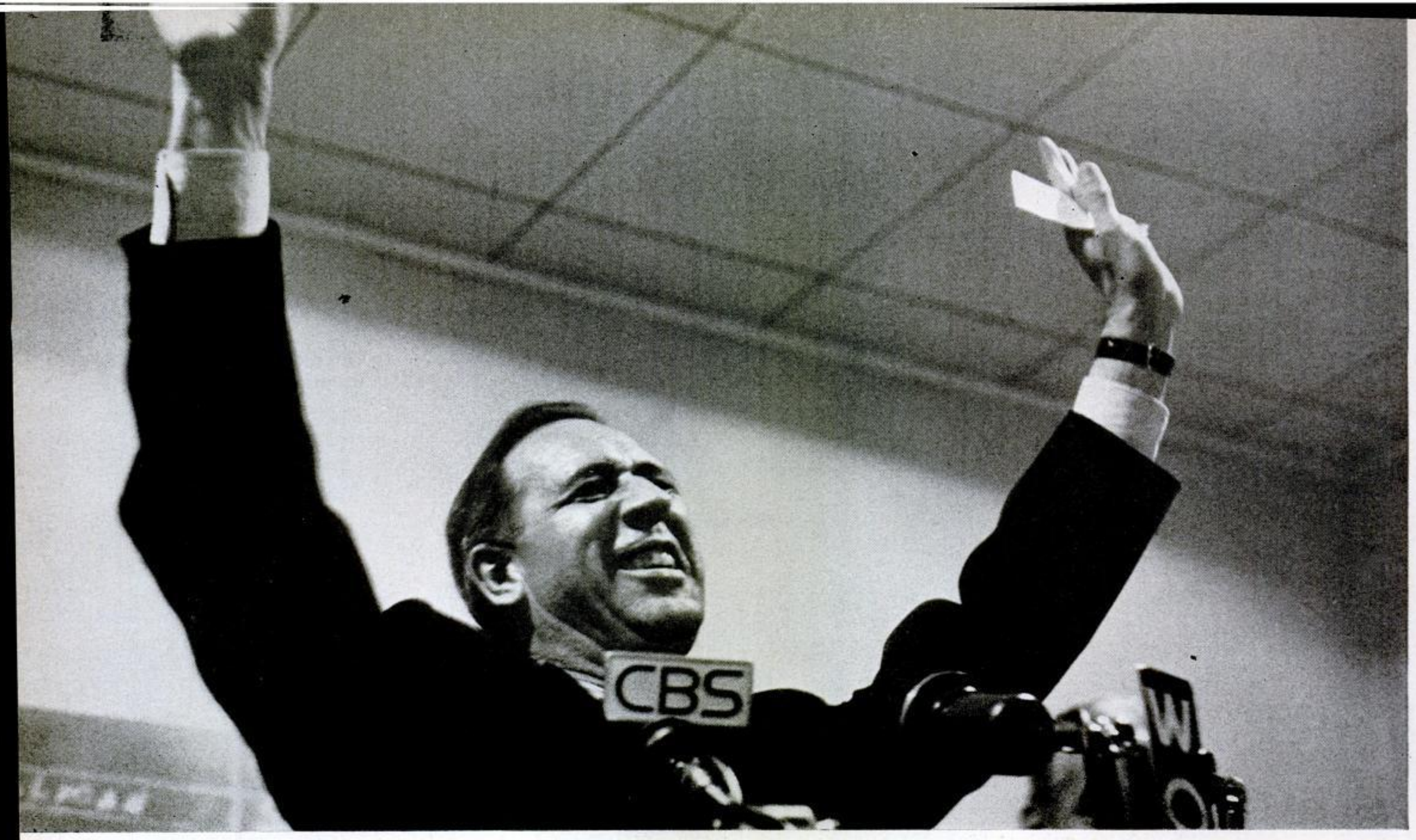
The total vote of 42 million was one of the biggest ever for an off-year election and the results it produced were an amazing mixture. Democrats had talked of landslides, but nothing slid. Instead there were startling upsets registered by both parties.

The political leaders were uncharacteristically reluctant to make sweeping claims about what the election meant or did not mean. A few important things, however, that did come clear are discussed in this week's editorial (*p. 43*). It was also clear that the election was far from settled, for seldom had so many crucial contests turned on such small margins. Recounts might still upset the hard-won results in Oregon, Ohio and New Jersey (*next page*).



HISTORY BY HEADLINE recapitulates an exciting comeback by Oregon Democrat Richard L. Neuberger (*above*) from 10,000-vote deficit to a victory by 2,166 votes over Republican Guy Cordon.

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90,000 VOTES AHEAD AT 11:15 ELECTION NIGHT, CHARLIE HOWELL WAVES HIS ARMS TRIUMPHANTLY IN A TRENTON RADIO STATION AND PROCLAIMS VICTORY

HOWELL CROWS EARLY

Standing before microphones at 11:15 on election night, Representative Charlie Howell gave an exuberant, wildly happy wave, confident that he had been elected senator from New Jersey. He had carried the Democratic

BUT CASE LAUGHS LAST

Clifford Case had nothing to cheer about. His own Republican party had been sharply split (LIFE, Oct. 4). Even Eisenhower's support seemed unavailing. Early returns sent the Case camp into gloom, then newspapers



FIRST RETURNS from city areas are heard in Newark headquarters by Case (*left*) and wife Ruth at 9:30.



15,000 VOTES BEHIND in Republican county of Essex at 10:30, Case and his family are dejected.



68,000 BEHIND in Democratic Hudson County, Case notes returns phoned to aide, Frank Orechio.



TRAILING BY 100,000 at midnight, Case hears that Howell claims victory, waits for Case to concede.



ONLY 35,000 BEHIND at 1 a.m., Case, checking uncounted areas, announces, "I'm still in the race."



10,000 BEHIND, as far as he could tell, at 3:00 Case perks up and tells his aides he is going to bed.

AHEAD BY 2,317 VOTES NEXT DAY, CASE WAVES IN TRIUMPH →

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100,000 VOTES AHEAD at midnight, Howell gives press victory pose with wife Inez, nephew.



LEAD CUT TO 35,000 at 1:15, Howell and grim-faced friends hear depressing South Jersey returns.





ONLY 10,000 AHEAD at 3:00, Howell puffs worriedly on cigaret and seeks hope in the figures.



TRAILING BY 650 at 10:30 a.m., Howell shields eyes as Governor Robert Meyner, Democrat, talks.

1,500 BEHIND at noon, Howell makes a hopeful response when asked if he is winning: "Who knows?"

stronghold of Hudson County (Jersey City) by a big margin and even won traditionally Republican Essex County. His plurality of 90,000 seemed unbeatable even though the returns from the heavily Republican rural regions were not in. They came in slowly and, slowly, the exuberance in Howell's headquarters became disbelief and then deep concern. By noon Howell was bravely insisting (*above*) that the outcome was still in doubt.

proclaimed his defeat. At 3:00 a.m. Case went to bed, outwardly hopeful, inwardly discouraged. But by morning he was even with Howell and by afternoon looked like a winner (*below*). His unofficial plurality—3,223 votes of 1.7 million cast—was the smallest in a big election in New Jersey this century and set off a flurry of rechecking. But it stood as a major achievement for Case and a rebuke to the state's G.O.P. far right wing.



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VICTORIOUS VEEP Alben Barkley and his wife greet friends election night after he defeated G.O.P. Senator John Sherman Cooper by 73,000 votes. The new junior senator from Kentucky is 77 this month.



NEAR-TIE IN NEW YORK broke for Averell Harriman, elected governor by 9,000 votes. Here



UPSET IN PENNSYLVANIA made George M. Leader, 36 (*left*), a York County poultry farmer,



ILLINOIS WALKAWAY gave Democratic Senator Paul Douglas, shown with daughters (*left*), and

OLD FAMILIAR FACES, HARD FIGHTS, UPSETS

Along with everything else, the election seemed to have an unprecedented number of contests which, local in character, attracted wide national attention. In Kentucky it was the reemergence of a colorful political veteran (*above*). In New York it was the bitter battle for the governorship. Sharp surprises ousted a veteran Republican senator in Michigan and beat a venerable Republican machine in Pennsylvania. Two of the eight Democrats who took over Republican-held governorships also took over commanding national positions in their parties: Harriman of New York and Leader in Pennsylvania. And there were the interesting, if less publicized, figures (*see next page*) who filled out the varied pattern of a free election.

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Harriman (*second from right*) stands with New York Mayor Robert Wagner (*left*), Tammany boss Carmine DeSapio and newly elected Controller Arthur Levitt.



the state's first Democratic governor in 20 years. Leader carried most of his running mates into office with him, shaking long Republican control of the state.



wife, a surprisingly easy 250,000-vote victory over Joseph Meek (*right*), a conservative Republican, who campaigned strenuously and wound up all worn out.

CONTINUED ON NEXT PAGE



MICHIGAN SERENADE, *McNamara's Band* fiddled in waltztime, honors Patrick McNamara (*left*) after his victory over Republican Senator Homer Ferguson.



OHIO EMBRACE, delivered by Republican George Bender, who was elected senator by narrow margin, envelops Mrs. Bessie Greene, his longtime secretary.

WINNERS: MOTHER, BUGLER, FOOTBALLER



DOUBLE CONGRATULATIONS cheer Mrs. Wanda Sankary in a San Diego, Calif. hospital. A lawyer and Democratic candidate for the state assembly, Mrs. Sankary worked through campaign and election night, then dashed to the hospital to bear her first child, Timothy, and hear that final returns gave her a narrow 28,027 to 27,521 election victory.





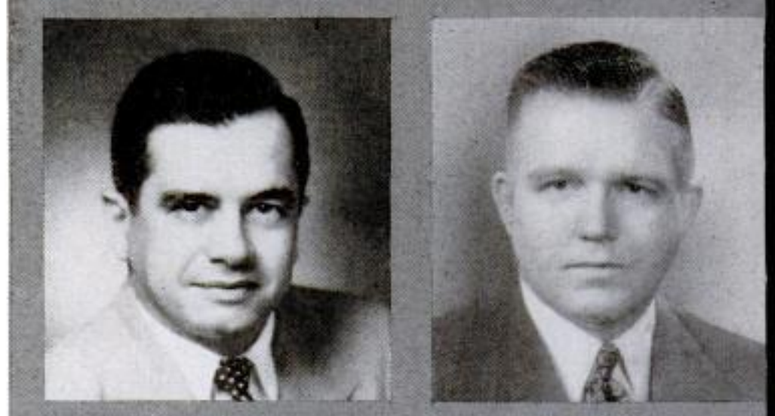
SOCKING VICTORY was won by retired Colonel Charles Johnson Jr. in race for Florida House of Representatives. In campaign, Johnson, a St. Petersburg Republican, recalled that at West Point in 1913 Cadet Dwight D. Eisenhower (*left*) had hit Plebe Johnson (*right*) for "unsportsmanlike conduct!"—to wit, braying a bugle at Navy during a football game. "I . . . formed great respect for him," said Johnson.



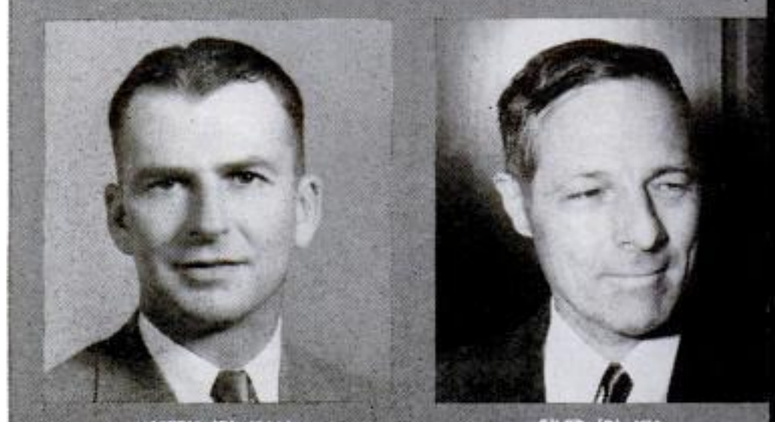
EX-FOOTBALL CAPTAIN Torbert Macdonald was elected to Congress as Democrat, ousting Republican Angier L. Goodwin. Macdonald roomed with Democratic Senator John Kennedy at Harvard and led the 1939 football team. An attorney, married to Actress Phyllis Brooks, he was only New England candidate to beat a congressional incumbent.



HUDDLESTON (D), ALA. — UDALL (D), ARIZ.



FASCELL (D), FLA. — FLYNT (D), GA.



AVERY (R), KAN. — SILER (R), KY.



KNUTSON (D-F.L.), MINN. — CHRISTOPHER (D), MO.



TUMULTY (D), N.J. — ANFUSO (D-L), N.Y.



MINSHALL (R), OHIO — GREEN (D), ORE.



BELL (D), TEXAS — KILGORE (D), TEXAS

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NEW HOUSE OF REPRESENTATIVES WILL SEE 56 FRESHMAN FACES


BALDWIN (R), CALIF.


SISK (D), CALIF.


TEAGUE (R), CALIF.


ROOSEVELT (D), CALIF.


MCDOWELL (D), DEL.


CRAMER (R), FLA.


BLITCH (D), GA.


MURRAY (D), ILL.


BOYLE (D), ILL.


GRAY (D), ILL.


DENTON (D), IND.


SCHWENGEL (R), IOWA


LANKFORD (D), MD.


MACDONALD (D), MASS.


JOHANSEN (R), MICH.


HAYWORTH (D), MICH.


DIGGS (D), MICH.


GRIFFITHS (D), MICH.


HULL (D), MO.


FJARE (R), MONT.


WEAVER (R), NEB.


CHASE (R), NEB.


BASS (R), N.H.


THOMPSON (D), N.J.


DAVIDSON (D-L), N.Y.


ZELENKO (D-L), N.Y.


ASHLEY (D), OHIO


BAUMHART (R), OHIO


HENDERSON (R), OHIO


VANIK (D), OHIO


FLOOD (D), PA.


QUIGLEY (D), PA.


CLARK (D), PA.


BASS (D), TENN.


ALGER (R), TEXAS


WRIGHT (D), TEXAS


RUTHERFORD (D), TEXAS


DIXON (R), UTAH


JENNINGS (D), VA.


BURNSIDE (D), W.VA.

REUSS (D), WIS.

THOMSON (R), WYO.

OVER SAN DIEGO BAY THE SEA DART HAS JUST EXPLODED, ITS FLAMING FUEL TANKS AND ENGINES STREAKING AWAY TO THE LEFT OF THE PICTURE ABOVE.

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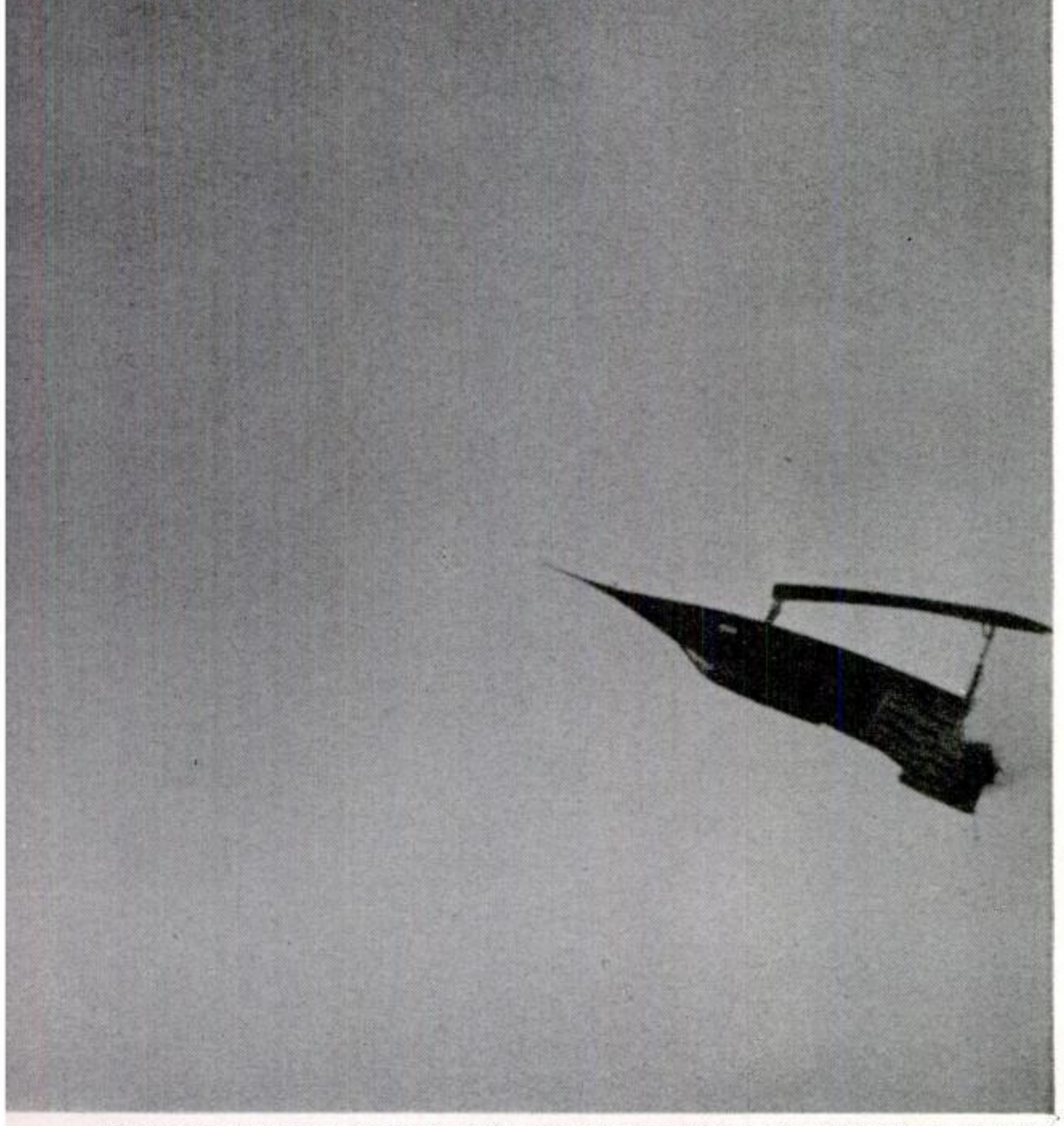
SEA DART LEAVES WAKE AS IT TAKES OFF PAST SUBMARINE TENDER

SPEEDIEST SEAPLANE EXPLODES IN FLIGHT

A Sea Dart demonstration ends in disaster

In and around San Diego, Calif. last week some of the U.S. Navy's newest and best aircraft were given a full dress show. At the harbor Convair showed off the world's fastest seaplane, its experimental twin jet YF2Y-1, the Sea Dart. Rising from slender water skis, the needle-nosed jet circled toward the waiting crowd of civilians and Navy brass. Suddenly it started to buck, and then in full view of the horrified spectators it exploded. The wings fell off and fuel tanks and engines blazed toward the bay while the nose broke away carrying Pilot Charles Richbourg still strapped into his seat.

Frantic rescuers got the pilot out alive, but he died in a few moments. Grimly, engineers, who had been cheered earlier in the day by the highly successful test of another new Convair aircraft (*p. 44*), began searching the shallow waters to recover fragments of the destroyed plane and trace the causes of the disaster.

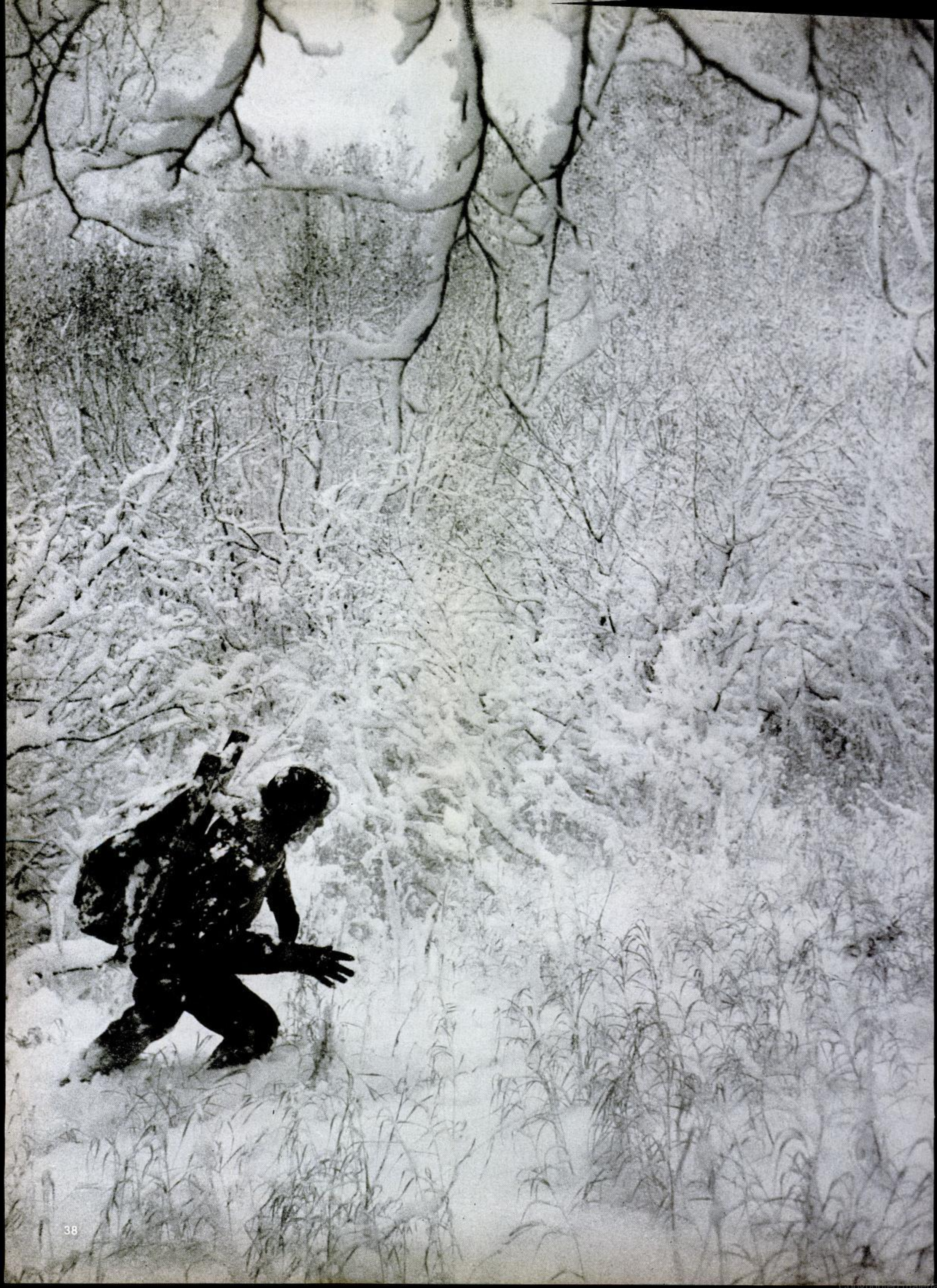


NOSE OF PLANE STILL ENCLOSING THE PILOT FALLS AT RIGHT IN INVERTED POSITION



DYING PILOT RICHBOURG IS PULLED OVER STERN OF RESCUE BOAT

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SHIRLEY LAKE, DEEP IN THE HIGH ALASKA RANGE, CAN BE REACHED BY AIR

SNOWY URANIUM RUSH

Prospectors pick up the trail in frozen Alaska

In their feverish search for uranium men have clambered over cliffs and staggered through steaming swamps. Last week they slogged knee-deep in snow through Alaska's winter wilderness in pursuit of the world's most coveted metal. The scene was Shirley Lake, an inaccessible spot northwest of Anchorage. The news of the strike brought swarms of prospectors who hacked claim boundaries out of the almost impenetrable bush for a few possibly precious acres. The first freezing weather drove out all but the hardiest of them, who doggedly kept searching until they too gave up. But the site's original discoverers (*next page*), still without any sure knowledge that their labor would be commercially rewarding, planned to keep on digging through the whole long Alaskan winter.



TESTING ROCK, Bill Fitzgerald, a refrigeration engineer turned prospector, hears his Geiger counter rattle at 80 pulses a minute and decides to stake a claim.



SIGHTING COMPASS, Harris Denney checks bearing of line which he will use as boundary of his claim. Forty-nine claims have been made at Shirley Lake.

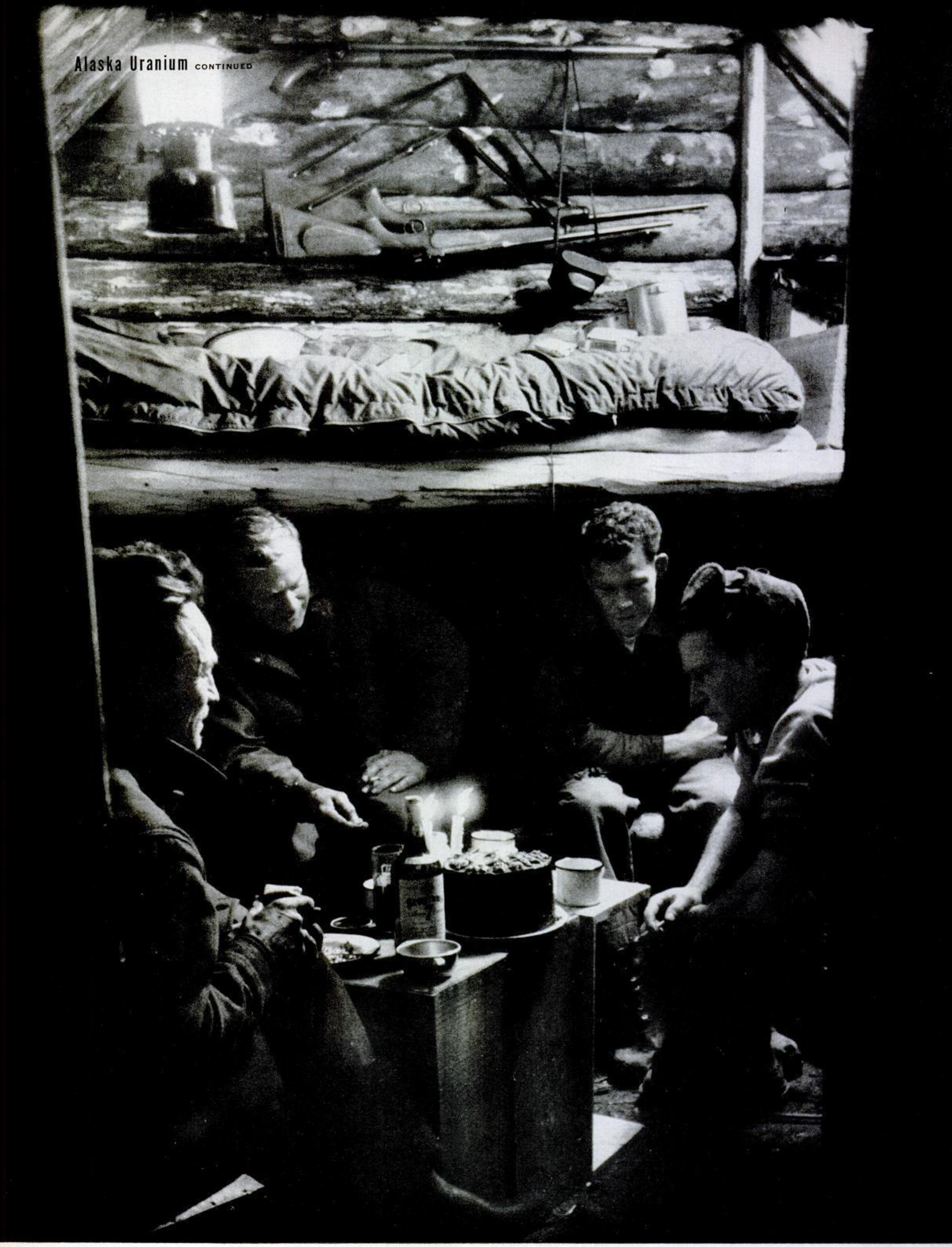


FINAL CLAIM POST is put in position by Bill Fitzgerald to mark the corner of 600- by 1,500-foot claim. Other posts are corner markers of adjoining claims.

← PROSPECTOR HARRIS DENNEY PLOWS THROUGH THE SNOWY FOREST TO EXPLORE A CLAIM LINE

CONTINUED ON NEXT PAGE

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IN WINTER QUARTERS, a rough log cabin they built to shelter them during their winter digging, two of site's discoverers, Howard McWilliams (*second from left*) and Edgar Curtis (*right*), entertain a couple of marooned prospectors. Cake on the table, baked by Mrs. Curtis, was flown in for cabin housewarming party.

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"To make the best—
begin with the best"

How Green "Umbrellas" make better Campbell Tomatoes

When tomatoes get too much direct sunshine the same thing happens to them that happens to you. They get what Campbell's tomato research men call "sunburned shoulders." When this happens to a tomato, it does not ripen to a tempting, even red.

This is why Campbell has developed plants that grow their own green "umbrellas" of heavy lush foliage to shield the ripening fruit from the direct sunlight.

In addition, encouraging progress has been made in developing plants with natural resistance to wilts and blights which cause leaves to wither and die, leaving the tomatoes out in the sun.

This is just one more example of the lengths to which Campbell goes to make certain that the tomatoes in Campbell Tomato products are the best that men can grow. The rest is up to the Campbell chefs and when you taste the happy result, we think you'll agree that they hold up their end of this Campbell motto:

"To make the best, begin with the best—then cook with extra care."



"We blend the best with careful pains
In skillful combination,
And every single can contains
Our business reputation."



Campbell's

Tomato Soup Tomato Juice Tomato Ketchup
Pork & Beans with Tomato Sauce
V-8 Cocktail Vegetable Juices
Franco-American Spaghetti Sauce with Meat
Franco-American Spaghetti (Tomato Sauce with Cheese)

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Your golden opportunity to give what he'd rather get...

the same fine whiskey—America's holiday favorite—in a Special Gift Bottle

This year, you have a golden opportunity to present America's favorite gift whiskey in a Special Gift Bottle—beautifully designed to express the "extra-special" feeling that is part of giving (or getting) Four Roses. (And at no extra cost, including attractive gift carton.)

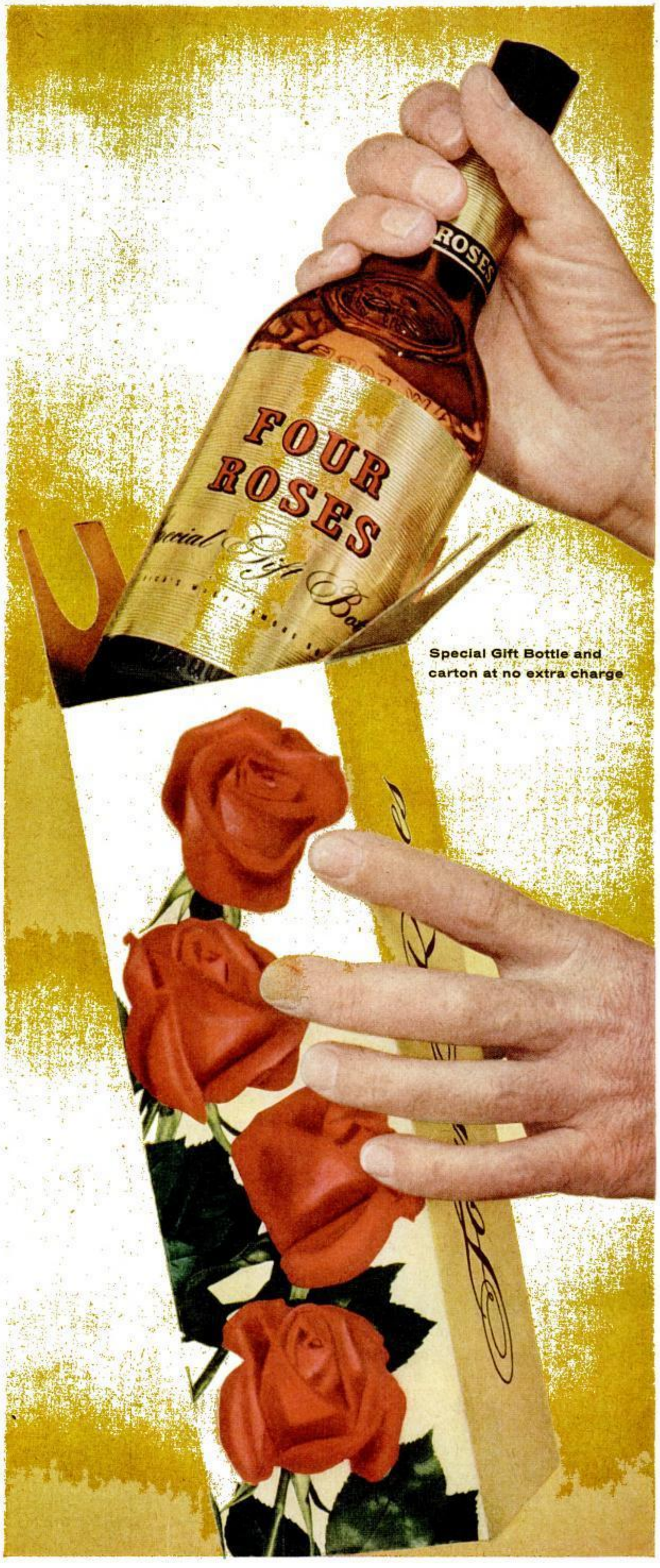
For Four Roses—in the "holiday" gift bottle—is the same fine whiskey that millions have come to know and respect in the regular Four Roses bottle—the same fine whiskey that has long been America's holiday favorite.

FRANKFORT DISTILLERS CO., N. Y. C. BLENDED WHISKEY.
86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.



FOUR ROSES

Also available in the regular Four Roses bottle



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EDITORIAL

A BETTER CHANCE FOR PROGRESS

THE SHARPSHOOTING U.S. VOTER HAS PICKED OFF THE REPUBLICAN PARTY'S MAIN OBSTACLES

One of the closest elections in America's history was also full of fascinating quirks and surprises. One Roosevelt, with his father's magic name, was soundly beaten; another, who had some headline handicaps, was elected. An unknown young chicken farmer came hurtling up as governor of Pennsylvania, smashing a machine that has ruled virtually uninterrupted since the Civil War. A Utah college president, who was not even a candidate until a pathological liar had to quit two weeks before election, won a Republican congressional seat. In Florida a former West Pointer who had the distinction of once being socked by fellow Cadet Eisenhower (and admits he deserved it) was elected to the legislature.

Interesting though it all is, just what was the American voter trying to tell us? Precisely what he said, or whether he said anything at all, is far from clear; so are the final results. But if the present lineup stands, the Democrats have gained eight governorships, control of the House by 29 votes, and of the Senate by two votes (including Crypto-Democrat Wayne Morse). Does this mean a repudiation of Eisenhower and his brand of progressive Republicanism? Certainly not; even his enemies do not claim it. The most notable Republican Senate victory was that of New Jersey's Clifford Case, who was stabbed in the back, not only by McCarthyites, but by all the rule-or-ruin mossbacks of his party. The most notable defeat was that in Illinois of Joe Meek, a candidate who, whether or not a mossback, was a McCarthy apologist showing no signs of statesmanship. Both events made it clear that Eisenhower can now safely throw off, for all time, his main obstacles, mccarthyism and mossbackism.

•

Was it a mandate of any kind for the Democrats? No, and the Democrats themselves are not reading it as such. Actually, the Republican losses were far smaller than everybody had expected from the pollsters—most of whom were fooled again by the capacity of the independent voter to cross party lines in crazy-quilt fashion. The closeness of most contests demonstrates that the Republicans, after two decades as a minority party, are now very close to a parity with the Democrats (who got only 371,000 more votes outside the South), and are even eroding the South's one-party system. They made gains in Florida and Texas, and kept most of their previous gains made in Virginia and North Carolina; they showed great gains of strength in the West. Moreover, the Democrats' phony cry of depression, and the demagogic appeal to farmers on price supports, fell flat in most states. Secretary of Agriculture Ezra Benson, who was a marked man for talking honest realities, emerges both vindicated and strengthened. Clearly, if Republicans can run this close a race without their champion running, their ability to re-elect Eisenhower in 1956 seems assured.

The election was significant in other ways. Seldom had U.S. voters demonstrated such a fine sharpshooting capacity for discriminating, on both men and issues. They shunned pro-Communists so decisively that New York's American Labor Party cannot stay on the ballot. Voters defeated California's Representative Robert Condon, who had been accused of pro-Communism. But at the same time they kicked out such extreme rightists as McCarthy's admirers, Representatives Charles Kersten of Wisconsin, Kit Clardy of Michigan and Fred Busbey of Illinois. As Eisenhower well said, the day after election, voters everywhere seemed to show a preference for the middle of the road—which he has so persistently advocated. Republicans helped elect Ohio's Frank Lausche, a nominal Democrat who supported Bob Taft's last race by his silence. Connecticut's conservative Democrat Abe Ribicoff got enough disgruntled Republican votes to unseat John Lodge by a whisker. In the one decisive upset—Pennsylvania's capture by 36-year-old George Leader—the Republicans did as much to defeat themselves, through intramural feuding and sheer fecklessness, as Leader did to win. Certainly the states thus captured by the Democrats give them their biggest single beachhead for 1956, through the vast patronage commanded by state governments, the power to fill the many congressional vacancies which death always brings, and also as a stage on which to rear potential presidential timber. However, Republican ranks are strengthened by two phenomenal vote-getters in California's Governor Goodwin Knight, and F.D.R. Jr.'s nemesis, Jacob Javits, the new attorney general of New York State.

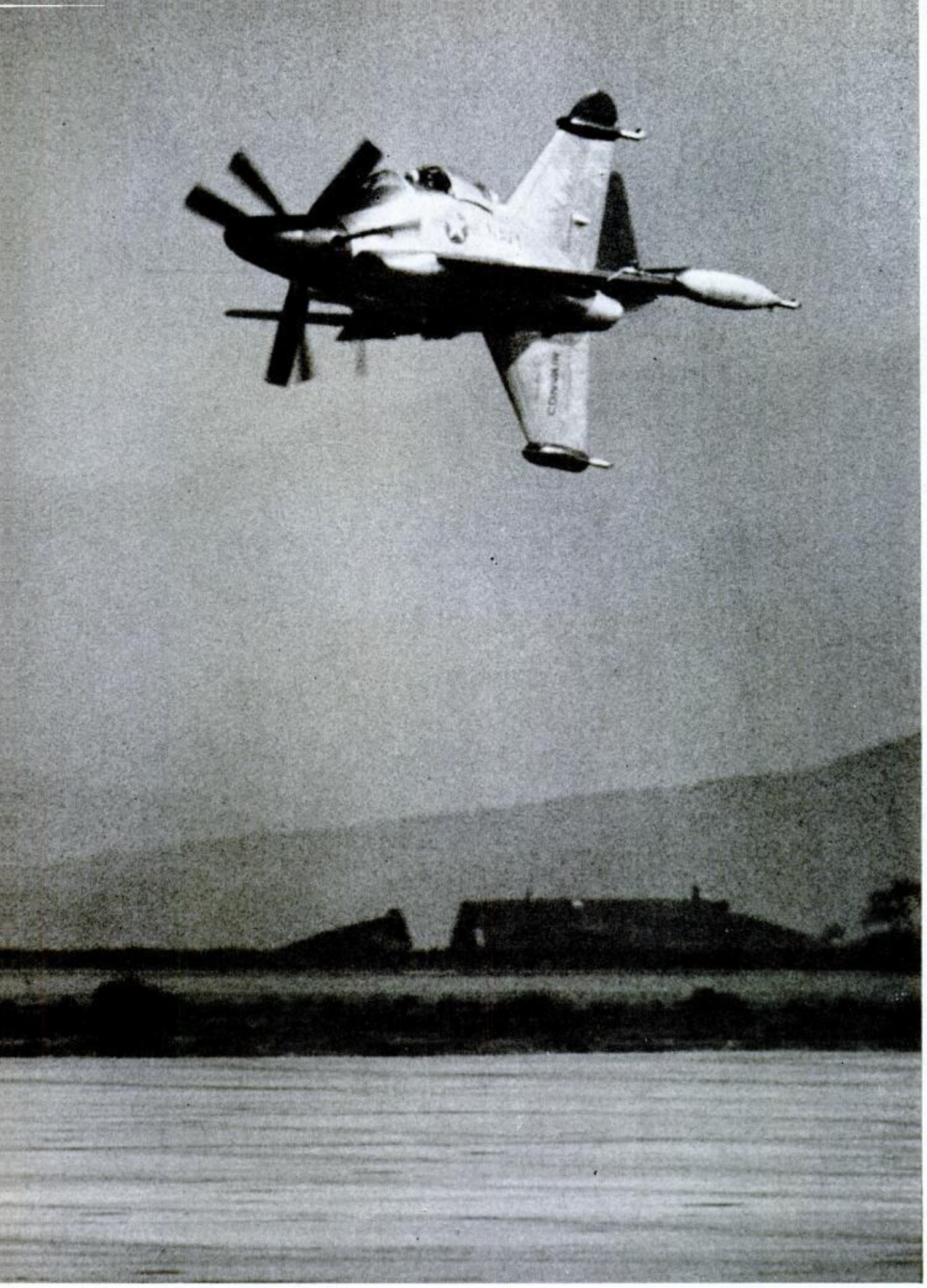
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But how will the nation fare during the two years ahead? Eisenhower—like Truman, Hoover and Wilson before him—must now attempt to run a coalition government, placate the "enemy" which will control both houses, and do his best to win favorable compromises for his program. Yet that is exactly what Eisenhower's whole experience has fitted him to do. It was precisely his genius for reconciling opposing views and obtaining workable compromises that distinguished his command of the greatest armed coalition in history. Not only did he sandwich British and American officers into every command structure, in alternate layers, but made them work harmoniously together by his own example.

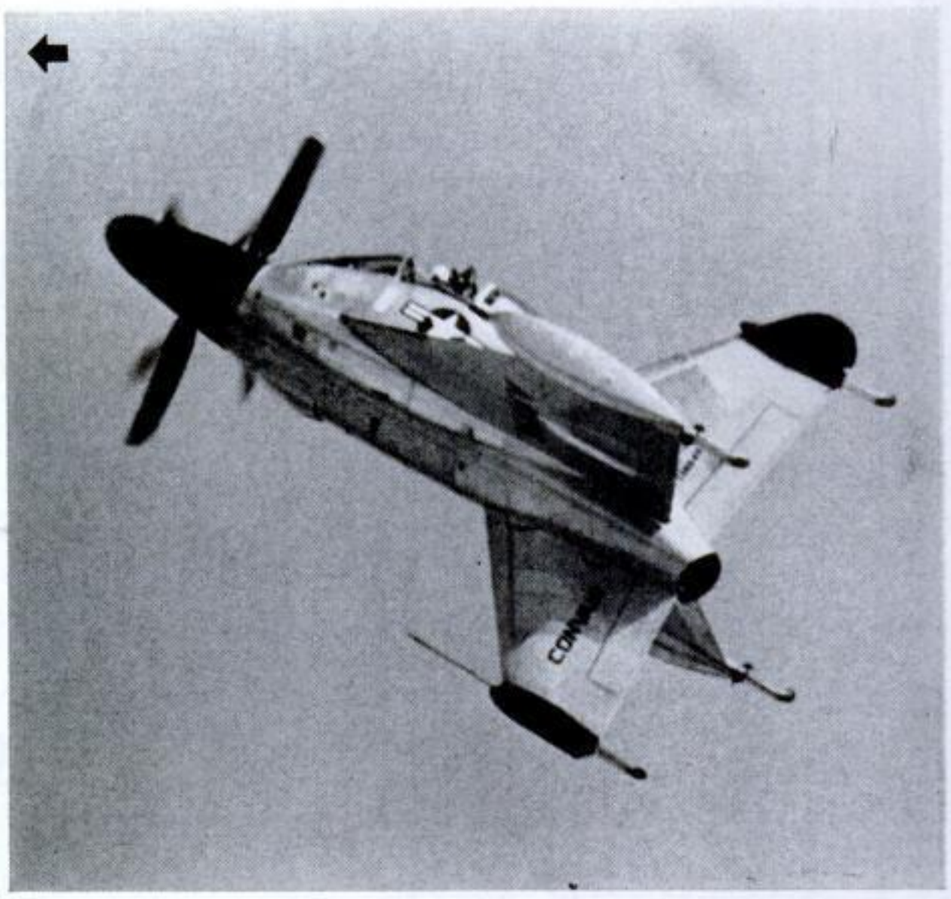
Actually, he is not going to be confronted with strange, new faces. The men he must confront—George of Foreign Relations, Byrd of Finance, Russell of Armed Services, McClellan of Government Operations, Majority Leader Johnson, Speaker Sam Rayburn, etc.—are the same men he dealt with long ago in SHAEF and as U.S. Chief of Staff, men, moreover, who are his personal admirers and many of whom sought his presidential candidacy on their own ticket in 1948. In many areas of his program—notably that of foreign trade—Eisenhower can count on greater support from this team than he ever could from John Bricker or John Taber. To most of these men, Eisenhower is, indeed, "Mr. Moderation" in person; his instinct for the middle of the road is generally their own. If they tip a little farther to the left of center, that can, in fact, accelerate, rather than retard the social aspects of his domestic program. If there is any danger, it is that Eisenhower's preference for compromise can prevent him from stepping out ahead of Democrats and Republicans alike to take the bolder steps that are desperately needed to give the U.S. an imaginative and coherent world economic policy, now so woefully lacking.

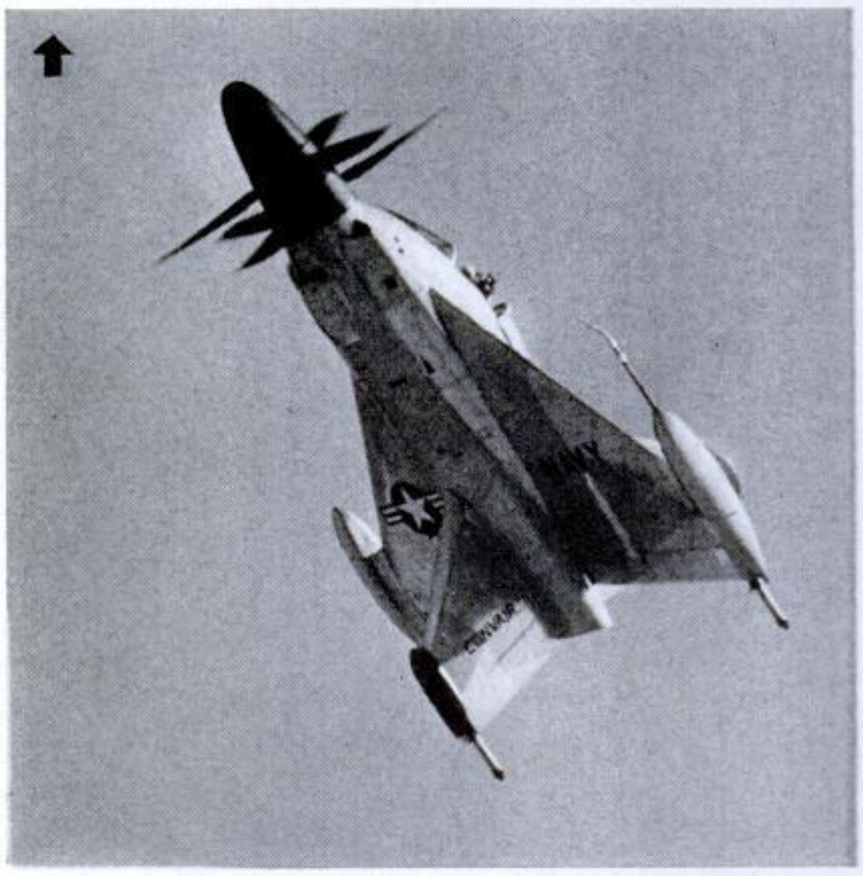
In sum, Republicans no longer have to feel that there are just "too many Democrats"; they can shed the inferiority complex hammered into their reflexes by 20 years of trouncing. The electorate, by refusing to vote decisively against them, has given its general approval to the Eisenhower job so far. By virtue of its defeats as well as its victories, the Republican party has been given another chance, perhaps even a better chance, to show what it can do. Democrats, who count themselves more "liberal" and "progressive," are going to have to decide just what it is they wish to "progress" toward, rather than dwell on the fading glories of the New Deal. The New Deal is now quite an old deal; the problems ahead are those of a jet-powered, nuclear age that moves faster than sound and involves the actual survival or destruction of the human race. For this age, old slogans are not enough. The question that will be before the people, in 1956 as in the next two years, is not which party talks the most "progressive" theories but which party offers the nation the best chance of making genuine *progress*, in the literal sense of the word, toward a better country, and toward a better world.

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IN HORIZONTAL FLIGHT THE POGO ROARS OVER BROWN FIELD. ITS TOP SPEED IS 500 MPH

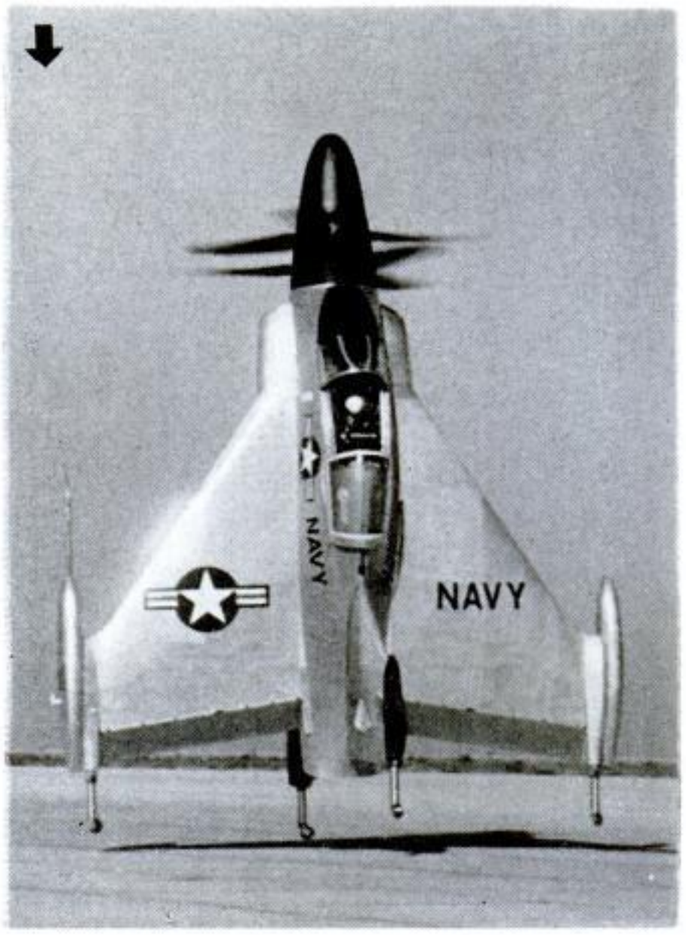




POGO GOES THROUGH ITS PACES



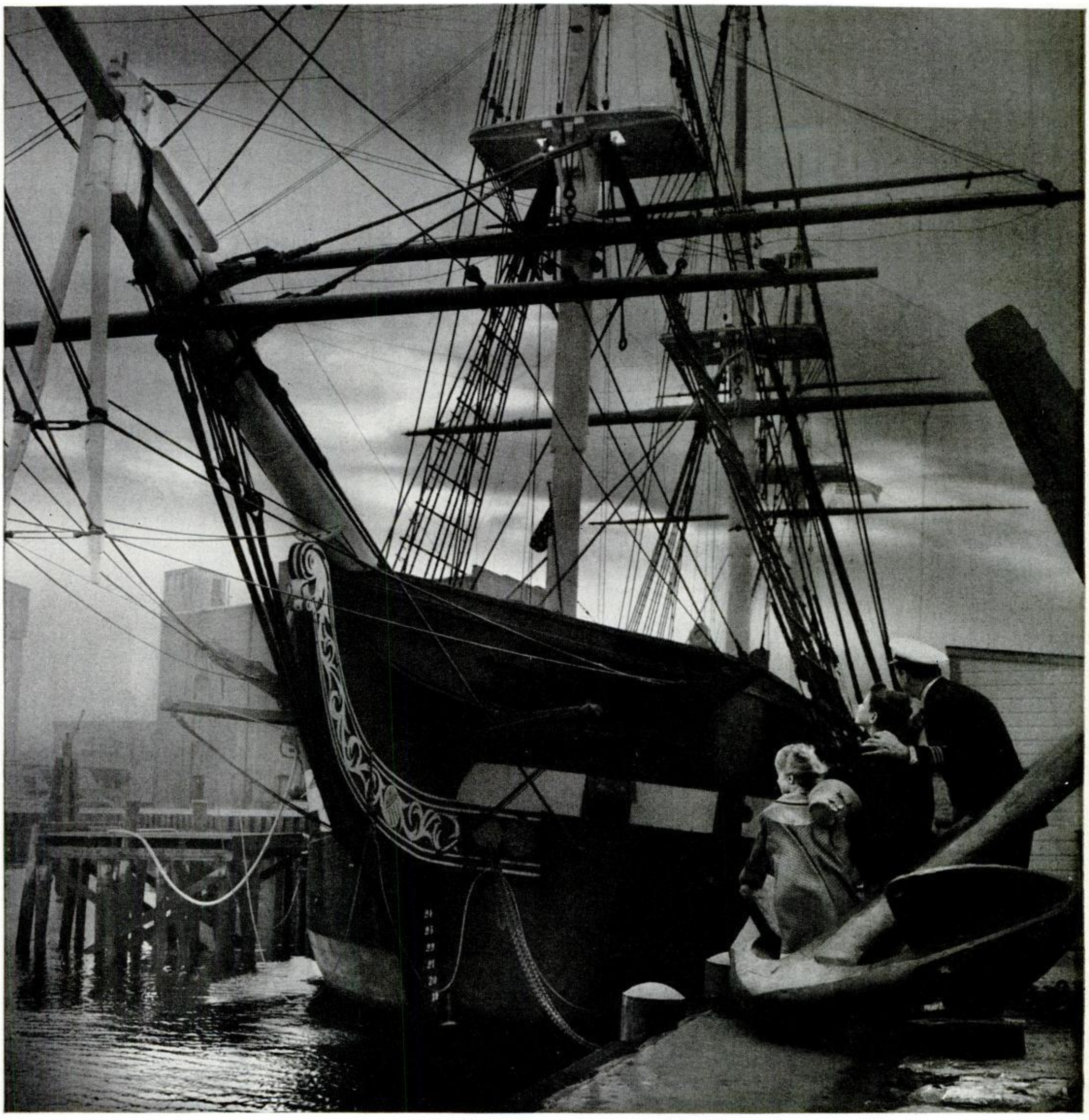
VERTICAL TAKE-OFF begins as the six whirling blades of its twin propellers lift the Pogo off the ground. Pilot then uses conventional guiding controls to swing plane over into horizontal flight.



VERTICAL LANDING slowly lowers the Pogo tail first to within a few inches of the ground. It hovers briefly there, then sinks gently down onto the four casters attached to the wing and tail tips.

The day of the Sea Dart disaster, shown on pages 36–37, a happier part of the Navy show was put on at Brown Field 16 miles away. There the vertical-rising fighter plane, Pogo, Convair's XFY-1, made its first public free flight. Earlier this year, Pogo made a vertical flight and landing in its hangar. Now lifted by its counterrotating propellers, which act like helicopter rotors, the plane slowly rose into the air (*right*). After it had risen 200 feet, it gradually nosed over into a horizontal position and for 20 minutes swept back and forth across the field just to show it could fly as well as any ordinary plane. Then, pointing its nose skyward once again, Pogo sank slowly tail-first toward the earth, coming easily to rest in a gentle four-point landing only a few feet from the spot from which it had taken off (*left*).

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U. S. S. Constitution, symbol of America's historical stand for freedom of the seas

. . . so that the seas might be free

Freedom of the seas has always been vital to the security and prosperity of the United States. And this grand old ship—*U. S. S. Constitution*, "Old Ironsides" — fought many glorious battles to establish this principle.

The founding of Insurance Company of North America gave firm support to our determination to keep the seas free. It provided the young nation with its own *independent* facilities, which were applied first to insure the ships carrying our commerce. From that important beginning, the North America Companies have moved on to offer practically all kinds of insurance, except life, providing protection against financial loss and peace of mind for the individual family.

That's why the North America Companies are simplifying and improving insurance. Already, great strides have been taken to make it broader in protection, more economical, and available to more people. And because this means greater peace of mind and security for the family, we intend to go as far in this program as the laws of the various states will allow.

To get a clearer picture of what insurance can do for your family, read the new booklet, "The Change Around Us." For a free copy, call or write your North America Agent or use the handy coupon.



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The most luxurious sheet you ever Dreamed on

New 210-thread mercerized percale

MIRACALE

only in famous Pacific Contours



Famous Pacific box corner that you slip on *three times faster, easier* than old-fashioned flat sheets. Miracale Pacific Contour is Sanforized® for perfect fit—always!



All four Contour corners of Miracale Bottom sheets are boxed to slip under mattress corners, hug them tight. Sheets can't rumple, can't come loose at night . . . save you bothersome retucking in the morning



Kick-fold gives six extra inches of toe room. Two boxed corners anchor Pacific Contour Top* sheet at the foot. There's no other top sheet designed to give so much comfort . . . to tidy so fast. A quick pull at the top hem, and bed is neat

Pacific has taken the long, strong fibers used in the highest quality combed percale, woven them *over 210 threads* to the square inch—and by a special *mercerizing bath* has silkened, lustred, defuzzed, purified, strengthened these fibers—to make *the finest sheet* you can sleep on!

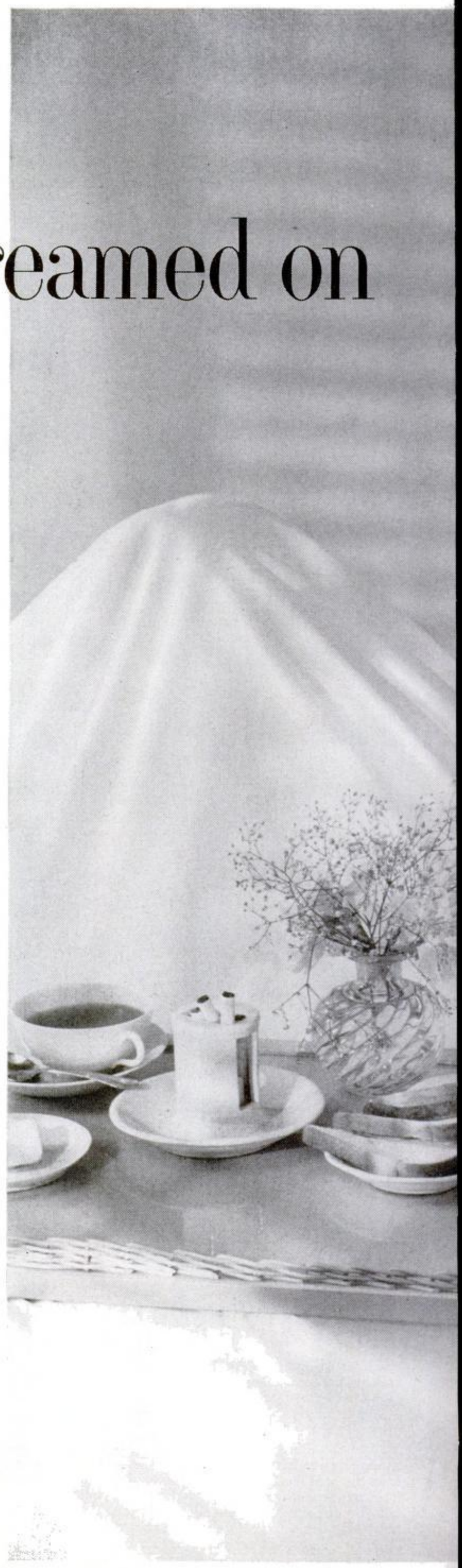
Stroke Miracale†—it's as exquisitely smooth and silky as a baby. Curl up on Miracale—you'll feel lulled, pampered. On Miracale, even insomniacs are going to give up counting sheep and take up sound sleeping!

And with Miracale's glamour comes—the quickest, easiest, neatest bedmaking of your life! This luxury sheet is a Pacific Contour—with its famous box corners . . . easy-to-slip-on, can't-come-untucked! Pacific Contours cut bedmaking time and trouble to a third . . . are ecstatically blessed by millions of homemakers!

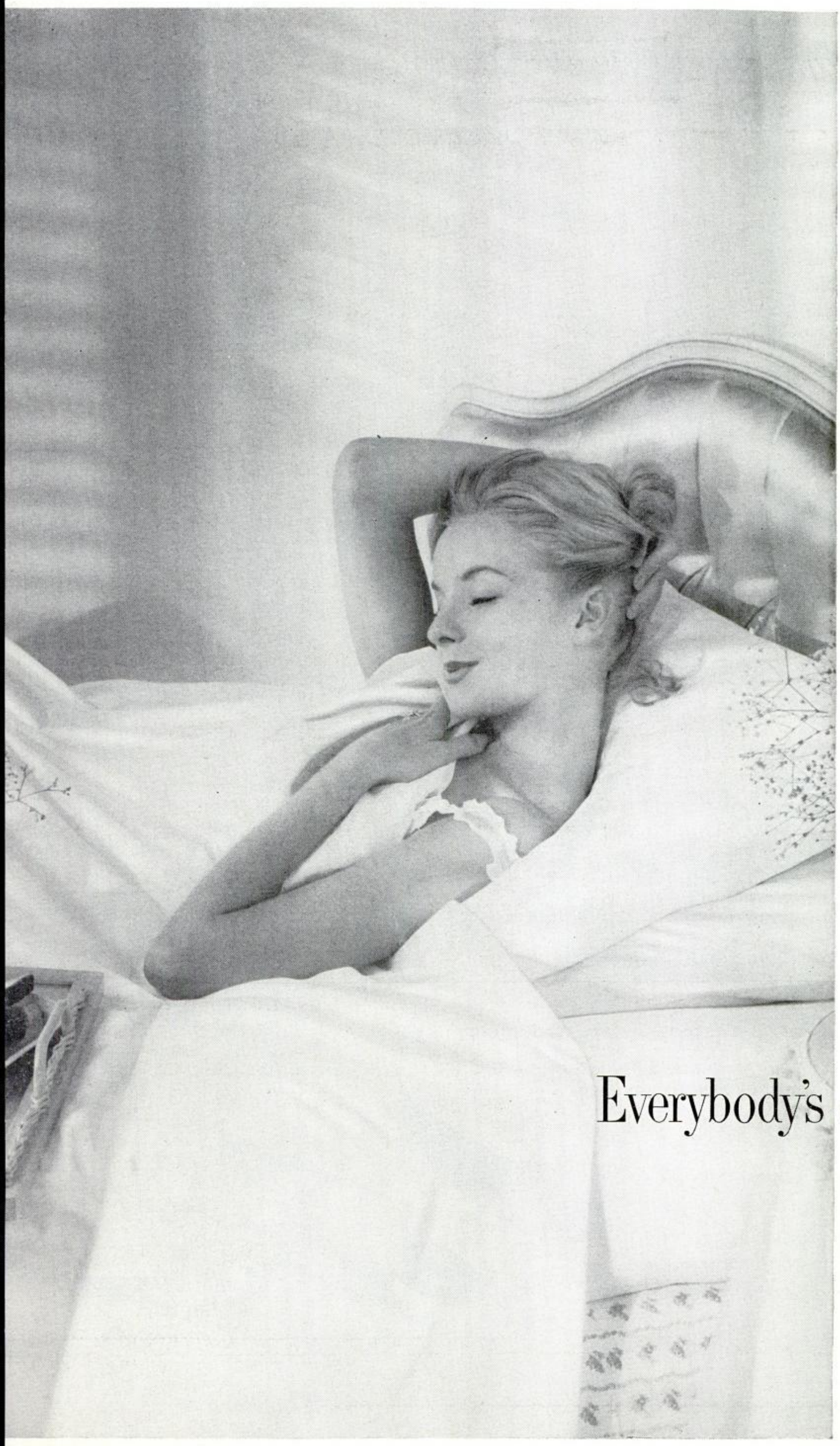
See Pacific's new Miracale at your favorite store today. Sleep on heavenly Miracale this week—and you'll never want to sleep on any other! And why should you—when luxury mercerized Miracale actually *costs less* than the finest un-mercerized percale!

"Contour" is the registered trademark for Pacific's mattress-fitting sheets.
*Pat. Pend. †TM Pacific Mills

There's no other sheet in the world with Miracale's silky smoothness, Miracale's lustrous sheen! Keep Miracale in mind for the Christmas gift that's *really* different, *really* special



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Just compare Miracale with other high-count percales as to price! And Miracale has this unique plus —it's *mercerized!*

Mercerizing means each thread of new Miracale is rounded . . . tightened . . . firmer . . . stronger . . . free of lint or fuzz.

Miracale is woven to give years of wear. Mercerization increases the strength of cotton by 15%—says that unimpeachable authority, the Encyclopaedia Britannica.

New Miracale has the smoothness of silk . . . the crispness of cotton—with all the practical assets that only cotton can give!

New Miracale can be laundered in hottest water
New Miracale is porous—it breathes, it absorbs perspiration
New Miracale feels cool in humid weather, won't chill you in winter cold

Use it and use it and use it—Miracale will wear and wear. Laundering actually makes its satiny sheen more lustrous, more beautiful!

Pacific Contour in Miracale Twin Bottom Sheet—about $3.95

Miracale Twin Top Sheet—about $4.29
Miracale Top and Bottom sheets also in Double Size. Miracale pillowcases.

Pacific Contours also available in standard qualities. White and colors. The widest range of sizes—from crib to king size.



Perfect gift—smart green and gold box

Everybody's changing to

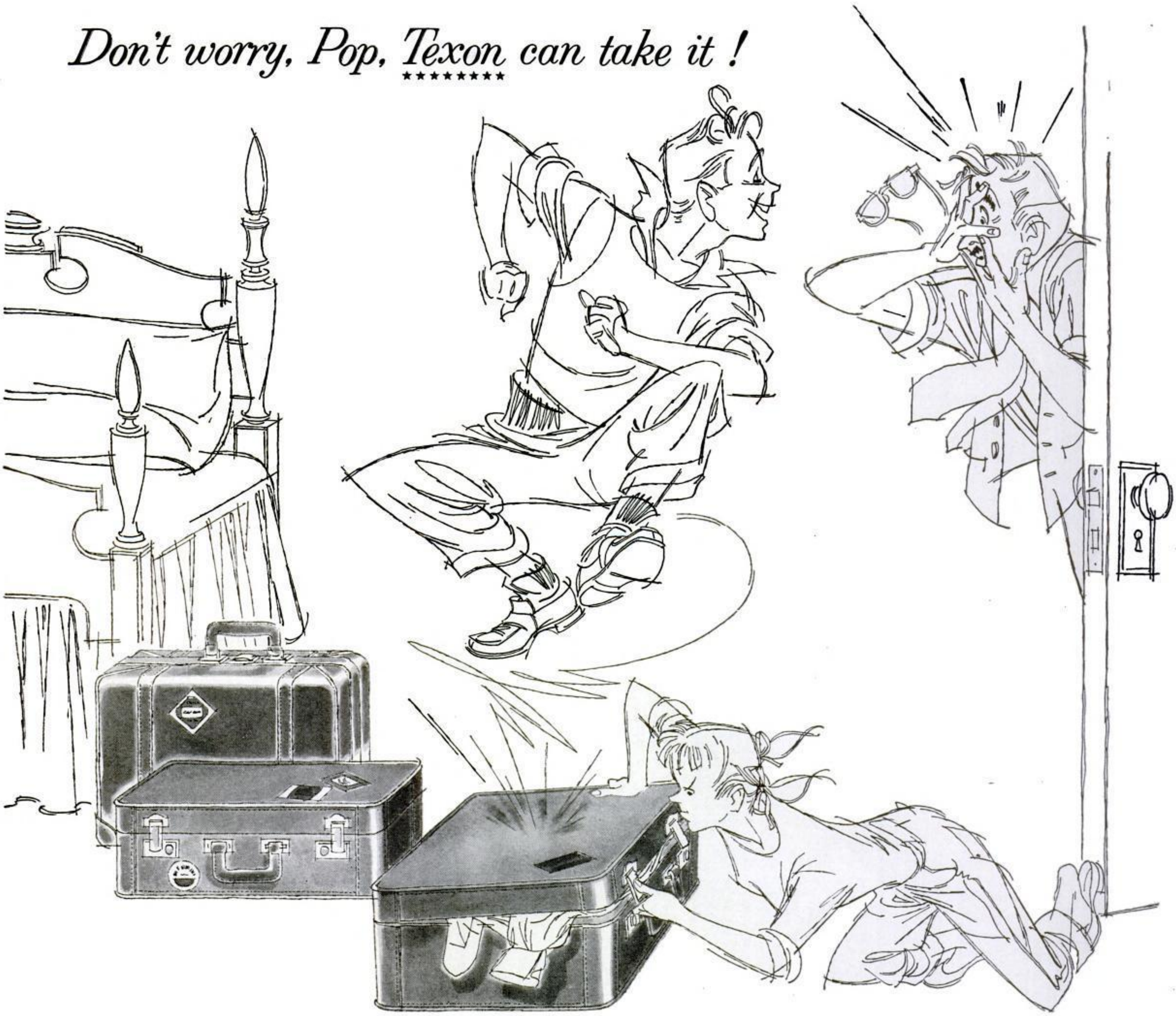
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Don't worry, Pop, Texon can take it !

****



Simmer down, Pop . . . these bags can take it. They're made from Texon®, today's smart answer to *luggage that lasts.*

Amazing Texon is the modern, man-made luggage material that puts new lightness and smart appearance at your finger tips. *Plus* exceptional stain, scuff, scratch and water resistance that makes every journey a carefree jaunt.

Look for the Texon tag on the luggage you buy. Whether it's off to the country, round-the-world or back to school, you'll travel right—and light—with Texon.*

Texon

man-made to better nature's best

*The Texon trademark is authorized by Texon, Inc. for use on the luggage of manufacturers who conform to rigid quality standards. Look for it, too, on the school bags, brief cases and business envelopes of reliable makers. ®Reg. Trademark of Texon, Inc., So. Hadley Falls, Mass.

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BEFORE ACADEMIC PROCESSION queen mother stands with President Kirk (*second from left*) and others given degrees: Adlai Stevenson, Konrad Adenauer and Chief Justice Earl Warren.

A CONVOCATION OF NOTABLES

Columbia honors 'noble queen'

Columbia University, chartered in 1754 by a king of England, fittingly closed its 1954 bicentennial rites by awarding an honorary Doctorate of Laws to England's Queen Mother Elizabeth. At a great academic convocation in New York's Cathedral of St. John the Divine, the queen mother stood before the assembled notables while Columbia President Grayson L. Kirk read her citation: "A noble queen, whose quiet and constant courage . . . sustained a nation and inspired a world." As the hood was draped around her shoulders, everyone spontaneously rose to his feet. Among the guests present were two who had been invited four years ago, when the celebration was planned, by the then president of Columbia, Dwight Eisenhower. Boris A. Rybakov and Andrei L. Kursanov, of the U.S.S.R., had not responded to their invitations until a few days before the event and, when they did show up, refused to don robes.



SURPRISE GUESTS were Soviet Physiologist Kursanov (*right*), Archaeologist-Historian Rybakov.

EIGHT THOUSAND FILL CATHEDRAL AT CEREMONY →

LIFE ON THE NEWSFRONTS OF THE WORLD

The President pushes his 'atoms for peace,' Dulles dismisses a diplomat and a great painter passes

A year ago President Eisenhower's "atoms for peace" proposal raised new hopes around the world. After long and frosty silence the Soviets recently agreed to discuss the plan. Last week the President appointed New York industrialist Morehead Patterson as negotiator in the U.N. and declared, "We are determined to get on with this international project whether or not the Soviets participate. . . ." The next day the U.N. General Assembly, considering proposed controls on armaments, voted unanimously to ask the five leading atomic powers (the U.S., U.S.S.R., France, Britain and Canada) to attempt anew, in secret sessions, to agree on steps toward the ban of nuclear weapons and disarmament.



JOHN P. DAVIES JR.

Controversial diplomat John Paton Davies Jr., supported by many former superiors, was dismissed last week by Secretary of State John Foster Dulles on the grounds of "lack of judgment and reliability," but not for disloyalty.

The case of the irascible rooster

In Mexico City last week a rooster named Cantaclaro was arrested for "criminal intent." The pet of an astrologer named Porfirio Martínez, the foul-tempered fowl had attacked a baby. When police came to arrest it, his owner vowed a last ditch defense. The police took the rooster anyway, and a judge sentenced him to five days in jail. But on the second day he disappeared. Observers theorized that the police had probably given Cantaclaro a grilling.

Through the flood-ravaged area of Salerno, U.S. Ambassador to Italy Clare Boothe Luce picked her way last week. She visited the hospitals crowded with the injured, comforted the children of the dead, as aid poured in from other Italian cities and from the U.S.



ITALIAN ORPHANS AND AMBASSADOR LUCE

Londoners were recalling a chorus from H.M.S. Pinafore *which concerns what happened when a nurse "mixed those children up." Two weeks ago Forest Gate Hospital announced it had done just that, with equally confusing results. Mrs. Sheila Read and Mrs. Vera Bowers have been nursing each other's blue-eyed boys. Confronted with blood tests, they at first refused to change. "This is my baby so no one will take him away," said Mrs. Bowers. But last week they swapped, though only on a trial basis.*

Uprising in Algeria

In troubled French North Africa there was more bloody agitation against French rule. This time, surprisingly, it erupted in Algeria. Normally calm even when trouble boils up in neighboring Morocco and Tunisia, Algeria enjoys representation in the French Assembly. But in one cruel night small bands swept into villages, killed seven and wounded 30. Order was restored by troops hastily transported from France. When the terrorists disappeared into mountain hideouts, the French sent reinforcements to hunt them down.



MATISSE CUTS PATTERNS FOR A MONTAGE

Matisse dies at 84

In Paris half a century ago modern art was born, and no man did more to father it than quiet, gentlemanly Henri Matisse. Early derided by critics as one of the "wild beasts" with a "disregard of nature and a deliberate intent to scandalize the public," Matisse grew to be respected as one of the world's greatest artists for his colorful, joyous paintings. Seriously ill for the last two years, he continued to paint vigorously from his bed. Last week, at 84, Henri Matisse died.

In Dixie's drive to delay nonsegregation, Louisiana voters approved an amendment to the state constitution that would continue separate schools "in the exercise of the state police power to . . . protect . . . the peace." Louisiana thereby hoped for refuge in the 10th Amendment, under which police powers are reserved to the states. Georgia passed an amendment to grant public funds to private schools when and if segregation should be challenged by court order.



TEARFULLY GROCK ENDS HIS LAST ACT

'Grock will never come back'

Into the jampacked circus tent in Hamburg, Germany came Grock, the greatest of Europe's clowns. Seeing the bald head, the baggy pants, the ridiculously tiny violin in one hand, the audience cheered. Grock went into his act, beloved for 60 years. Ending the show, he stood in tears as women pelted him with flowers. Even after he had left the tent the audience cheered and stamped for more. Then the loudspeaker boomed: "Please do not applaud any longer. Grock is not coming back. Grock is never coming back." At 74, Grock, whose real name is Adrian Wettach, was just too tired.

The city of Pondicherry, France's foothold in India, was a good-time town of easy living. But India's insistence on having the city and three other French settlements returned could not be ignored. Last week the French moved out, leaving Portugal as the last European nation with enclaves in India.

A top Nazi is released

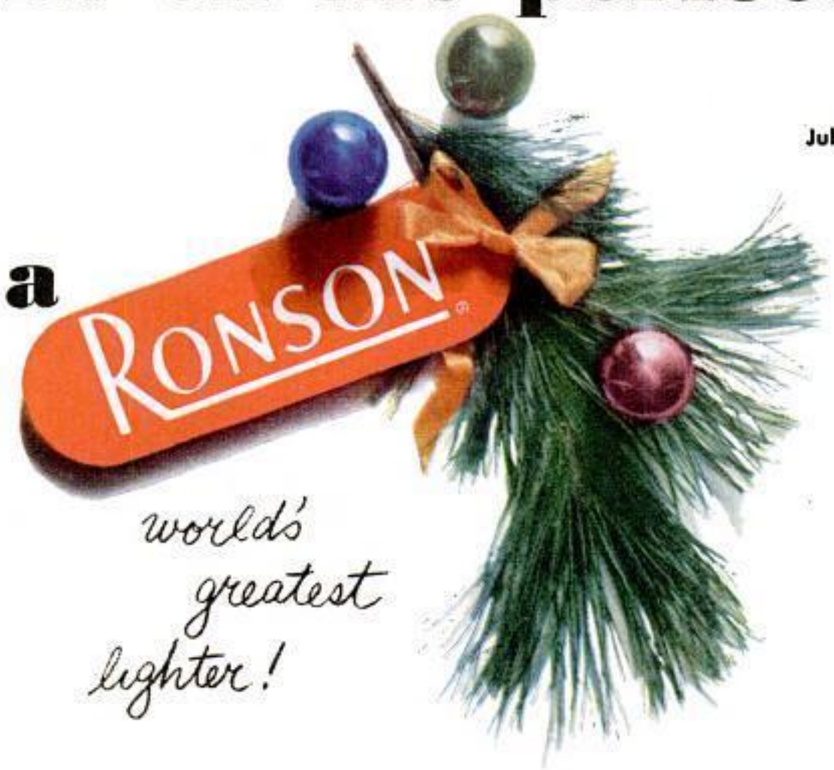


VON NEURATH

Since the war seven top Nazi war criminals have been in Berlin's Spandau Prison, under four-power administration. Oldest is Baron Constantin von Neurath, Hitler's protector of Czechoslovakia, 81 and ailing. To ease his last days the U.S., Britain and France had repeatedly asked for leniency but Russia had refused. Last week, in a surprise move, the Russians asked his release, to butter up the Germans. The West agreed and Von Neurath was free.

In London 27 "lord of the manor" titles were auctioned off. Hearing of it, Mrs. Verne Oleck of Chicago bid $100 on one. Hoping to pick up a cut-rate manor, she learned that the titles did not include the houses.

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Even  mistletoe  can't hold a candle to a new  Ronson pocket lighter  at Christmastime. This is  the gift to spark a  lifelong flame. And for family gifts or for business  gifts the brightest idea  is a new Ronson table lighter. You've lit on the perfect gift  when you give a 

Adonis—Jewelers Bronze, engraved design, **$9.95**

Princess—Genuine lizard, with easy-fill swivel base, **$7.95**

Triumph—Engraved design, with patented swivel base, **$6.95**

Essex—Jewelers Bronze, engraved design, with patented swivel base, **$8.50**

Lotus—24K gold plate, **$15.50***

Tropicana—Modern ceramic lighter and ashtray, **$13.50**

Tempo—Bright chromium plate, **$8.95**

Jubilee Set—Sterling silver lighter and cigarette urn, **$29.50***

New Ronson Electric Shaver

Now available only in certain areas, has exclusive Flexi-Thin head for the closest shaves ever! With genuine leather carrying case, **$28.50**



RONSON®

world's greatest lighter!

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DANIEL WEBSTER VISITS JAMES CROW'S DISTILLERY

The great orator unhesitatingly pronounced his friend Crow's Kentucky whiskey

"the finest in the world"

OLD CROW

Kentucky Straight Bourbon Whiskey



Pioneer distiller James Crow was proud of the patronage of Daniel Webster, Henry Clay and other celebrities of his day. Today, millions more hold Old Crow in the same high esteem, for it is available in a milder 86 Proof bottling as well as in the traditional 100 Proof Bottled in Bond.

"The Greatest Name in Bourbon"

TWO GREAT BOTTLINGS



LIGHTER, MILDER 86 PROOF

BOTTLED IN BOND 100 PROOF

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

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IN COSTLY FRONT TIER BOXES CHICAGO OPERA GOERS SIT IN THE BRILLIANCE OF INTERMISSION LIGHTS AND THE GLITTER OF THE BEJEWELED OPENING NIGHT

OPERA IS GRAND AGAIN IN CHICAGO

Imported soprano and a houseful of civic pride combine to bring back a glorious musical tradition

For the last eight years the Civic Opera House in Chicago has had no opera company to call its own. But early last week the vast hall that millionaire Samuel Insull built in 1929 for Mary Garden was filled with elegant first-nighters and the stately melodies of Bellini's *Norma*. Chicago was back in the opera business again with a home-town group called the Lyric Theater which pulled a coup by giving the U.S. its first chance to see a spectacular new soprano. She is Maria Callas, a tall blonde from Italy's famous La Scala company, who sang the exacting title role with great verve and style. The audience welcomed her vociferously. It also welcomed the long intermissions caused by the backstage confusion which gave them plenty of time to indulge in one of the basic pleasures of an opera's opening night: a splendid chance to see others dressed in their best.

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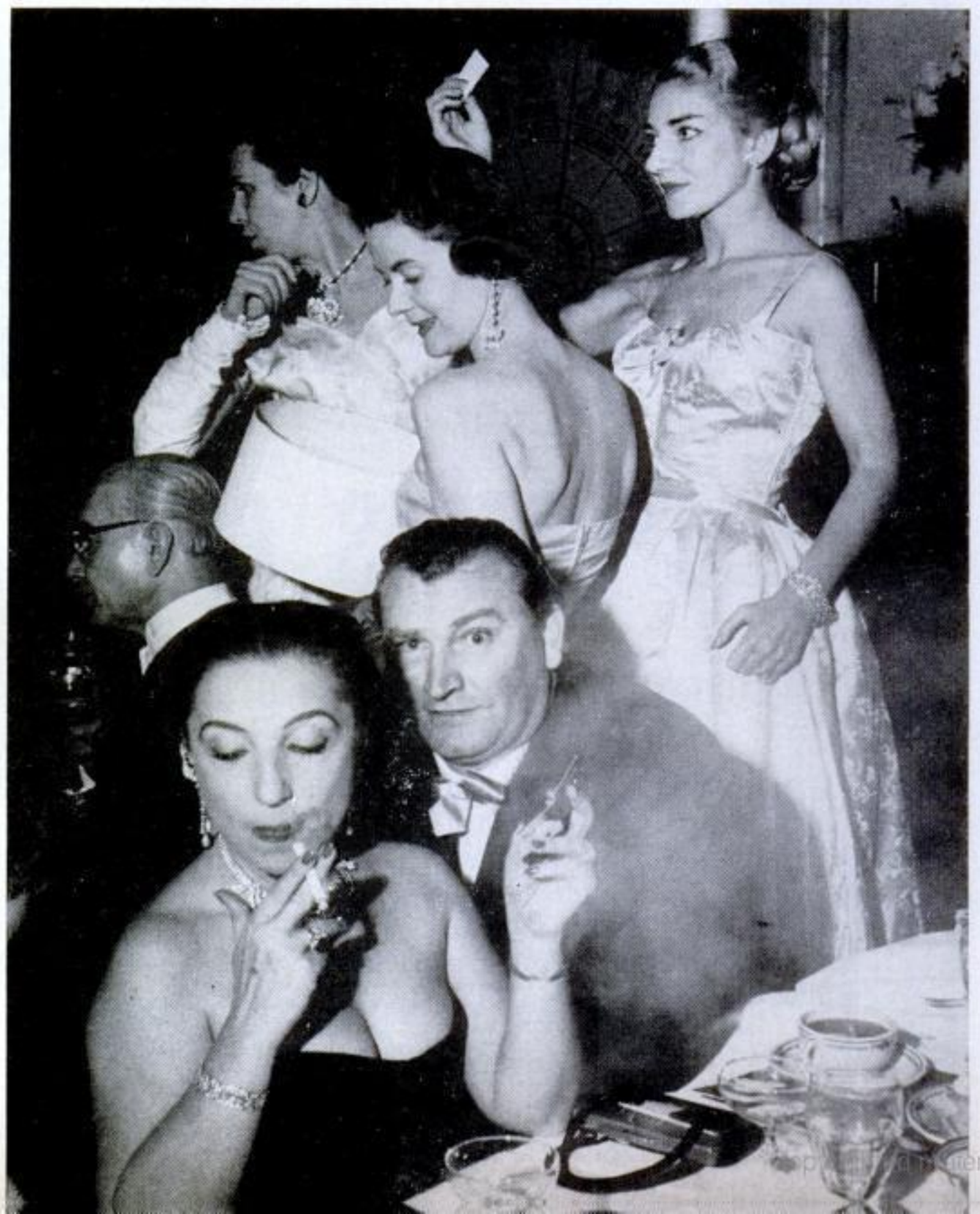
THE FULL BOXES were evidence of enthusiastic ticket-selling by the Illinois Opera Guild which bought all best seats, resold them at benefit prices—$125 a box—to help Lyric Theater. Lyric's producers Carol Fox and Lawrence Kelly, both only 28, are giving eight operas this fall, three of them starring Callas.



IN DRAMATIC MOMENT Callas sings *Ah! Si, fa core!*, a duet, her vocal high spot for the evening. Callas was born in New York, trained in Greece and Italy.



AN OLD NORMA, ex-diva Rosa Raisa embraces an exhausted Callas in dressing room after performance. Raisa sang role in Chicago Civic Opera House in 1931.



TALL AND TRIUMPHANT Callas, at after-opera party, pulls the names of → record-album winners. Seated are opera's basso, Nicola Rossi-Lemini, and wife.

Advertisement



"The name's Mr. Claus and I've come from the pole to see why the kids everywhere are all sold."

ROY ROGERS DREAMS OF SANTA

'Twas the month before Christmas and three shifts a day
Were reading the mail up Santa Claus way.
They read and they wondered, then to the head man
They rushed in to ask: "What's this Roy Rogers Brand?
Kids East, South and West—and 'way up North, too
All say in their letters: 'Nothing else will quite do.'
Seems the gear is much better—it's real Western stuff,
And it sure takes a beating 'cause these cowboys are tough!"

"Amazing!" said Santa. "But best not be late."
In a flash there he was at the Double R Bar gate.

"The name's Mr. Claus and I've come from the pole
To see why the kids everywhere are all sold
On the Roy Rogers Brand of all Western gear.
Why, good heavens, man, it's the hit of the year!"
Roy was smiling with pleasure and shaking his hand.
"It's an honor to have you look over our brand.
It's on every item—it's our guarantee
To mothers and dads from Dale Evans and me.
I could tell you about all the things on the shelf,
But let's go on in—you can see for yourself!"

AN ADVERTISEMENT OF **ROY ROGERS ENTERPRISES** CONTINUED ON NEXT PAGE

LEATHER JACKETS *by Wm. Schwartz.* Fine suedes and capeskins. Handsomely tailored, fully lined, zipper closures. Solid or contrasting fringe, or unborn calf trim. Sizes 2 to 12. **$16.95** to **$19.95.**



COWBOY and COWGIRL OUTFITS *by Sackman.* Complete Roy and Dale suits in real Western styles. Includes gun, holster, tie, and lariat. Sizes 2 to 14. **$4.95** to **$5.95.**

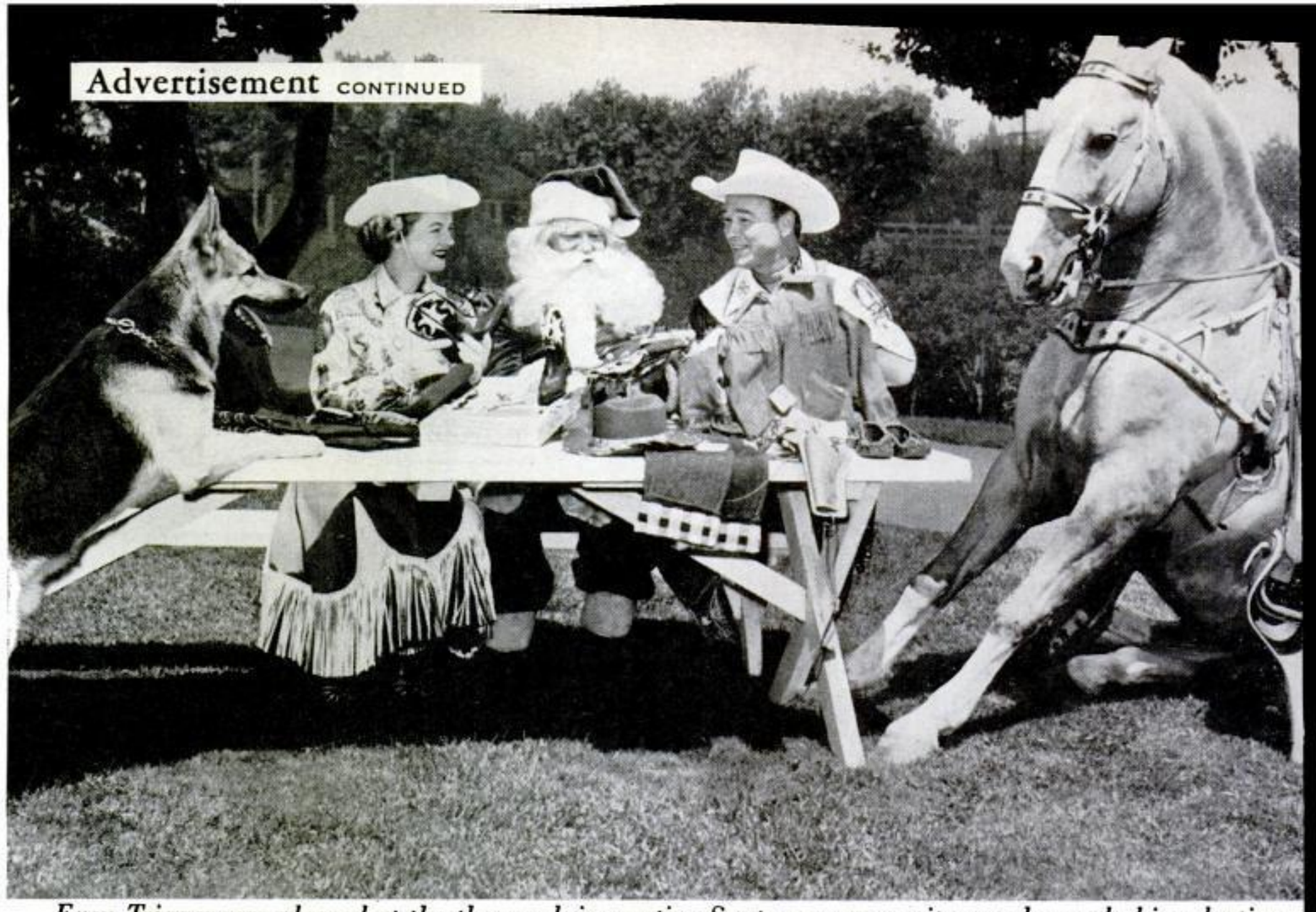


ROY ROGERS FRONTIER SHIRTS *by Rob Roy.* Sanforized cotton broadcloth, cotton flannels, rayon gabardines. Fringed yokes, contrasting colors. 3-button cuffs, piped pockets. Sizes 2 to 12. **$2.95** to **$3.95.**



HATS FOR LITTLE COWHANDS *by Sackman.* Roy and Dale hats in felt (also straw). Five colors, eight styles. Laced brims, adjustable chin straps. All sizes. From **98c** to **$1.98.**





Even Trigger was pleased at the thorough inspection Santa gave every item as he made his selection.

SANTA CHECKS EVERY ITEM

As so often happens in dreams, it seemed quite reasonable that Trigger and Bullet should take an active interest in the proceedings. Roy and Dale showed Santa all the wonderful gifts available this Christmas under the Roy Rogers and Dale Evans brand. As each new item brought a chuckle of delight from Santa, they were as happy and pleased as parents everywhere will be when they give these gifts this Christmas.

It's so right to give the gift that's wanted, for, as Santa himself said, "The real fun of giving comes from the happy response of the youngsters."

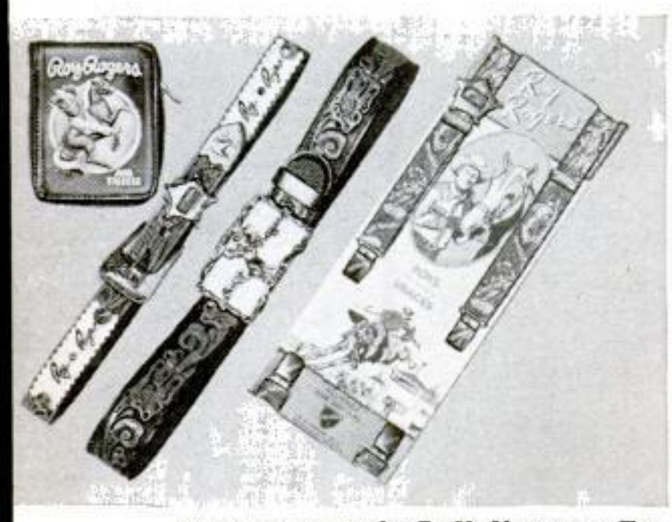
AN ADVERTISEMENT OF **ROY ROGERS ENTERPRISES** CONTINUED ON NEXT TWO PAGES



FELT and SUEDE SLIPPERS *by S. Goldberg.* Thickly cushioned soles. Gaily colored felt or suede uppers, Western fringe. Brightly colored Roy Rogers and Dale Evans designs. Sizes 5-3. All styles, **$1.99.**



WESTERN GLOVES *by Illinois Glove.* Top grain Horsehide, Goatskin, Fabric. Lined or unlined. Fringes. Roy Rogers signatures, jewels, studded horseshoe designs on cuffs. Sizes 5 to 8. **89c to $2.95** Pr.



STEERHIDE BELTS *by D. H. Neumann.* Embossed, studded with colored stones. Silver or gold colored buckles. Sizes 22 to 32, **$1-1.95.** Plastic zippered Wallets, **$1-$1.50.** All-elastic Suspenders, **89c.**



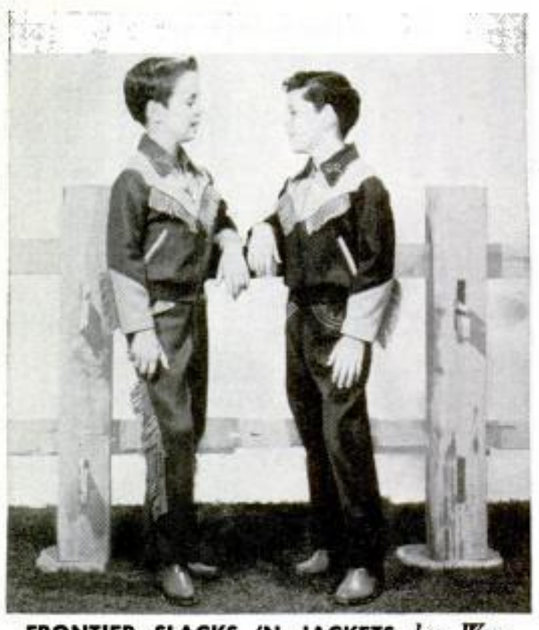
ROY ROGERS RANGER SET *by Auburn Rubber.* Soft, pliable construction, durable vinyl and rubber toys in bright, permanent colors. Safe and harmless for smaller tots. **98c** set.



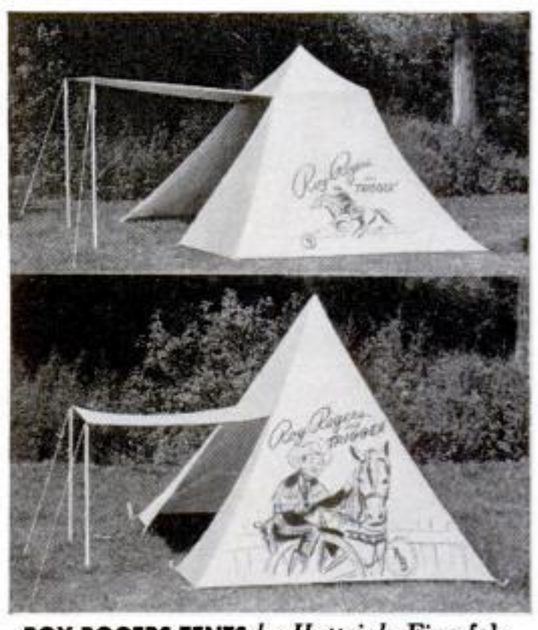
NEW SCHOOL LUNCH KIT *by American Thermos.* Larger model holds more food. Has ½-pint "Thermos" brand vacuum bottle. New design has spot for personal brand. Decals included. **$2.89.**



PAJAMAS and JAMA-JEANS *by NiteKraft.* Sanforized. Roy Rogers two-tone broadcloth or cotton flannel Pajamas: 4 to 12, **$2.95.** Dale Evans Jama-Jeans in cotton flannel: 4 to 8, **$2.95**: 8 to 16, **$3.95.**



FRONTIER SLACKS 'N JACKETS *by Wm. Schwartz.* Vat-dyed cavalry twill. Contrasting yokes, piped trim, zipper closures. Suede-fringed Jackets. Belted Slacks. Sizes 2-7, 4-12. **$4.95** to **$9.95.**



ROY ROGERS TENTS *by Hettrick.* Fine fabrics with Roy Rogers designs. Sturdy poles, metal stakes. Umbrella 6′9″ x 6′9″ base, 5′ high, 4′ wall, **$11.95.** Tepee has 4′6″ x 4′6″ base, 4′9″ high, **$6.95.**



CHAPS, SKIRTS, and VESTS *by Angelus Souvenir.* True Western Sets in leather, corduroy, suedene, or twill. Authentically trimmed with Roy's and Dale's personal brands. Sizes 2 to 12. From **$2.95** to **$8.95.**



CHENILLE ENSEMBLES *by Polly Prentiss.* Roy or Dale designs, in two qualities. Five colors. Bedspreads in three sizes, **$6.98** to **$10.98.** Drapes, **$6.98-$7.98.** Rugs, in various sizes, **$3.98** to **$11.98.**



COLORFUL WESTERNS *by J Bar T.* Sanforized vat-dyed cotton or rayon gabardine two-tone suits. Embroidered yokes, elaborate trim. Roy or Dale designs in fine detail. Sizes 2 to 12. From **$7.95** to **$10.95.**

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SANTA APPROVES ROY'S "PLEDGE TO PARENTS"

Roy's "Pledge To Parents" pleased Santa very much. It was the sort of thing he liked. It turned out that Santa, too, was a stickler for quality.

He was enthusiastic about toys that could take the beating of active boys and girls. When he talked about clothing you'd have thought Santa was a young mother himself the way he carried on about fast colors, washability, accurate sizing, quality construction and the like.

That's when Roy told him he was so lucky to have Dale to help him.

"She's a whirlwind when she gets testing our items on our five kids. If our clothes weren't right and our toys weren't strong, we'd never hear the last of it. Dale's looking out for the mothers, all right, as far as our merchandise is concerned."

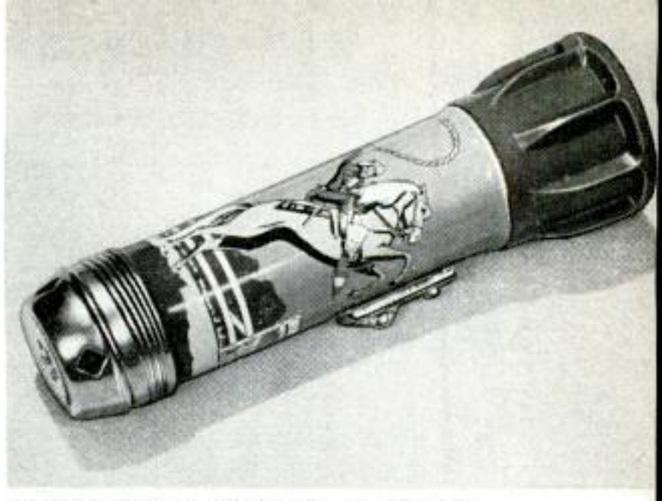
Santa beamed.



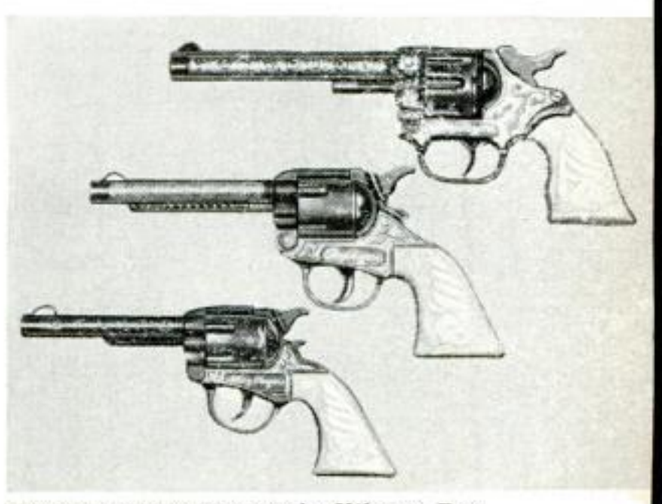
He's just as intrigued as the girls and the boys
Who want to go Western with boots just like Roy's.



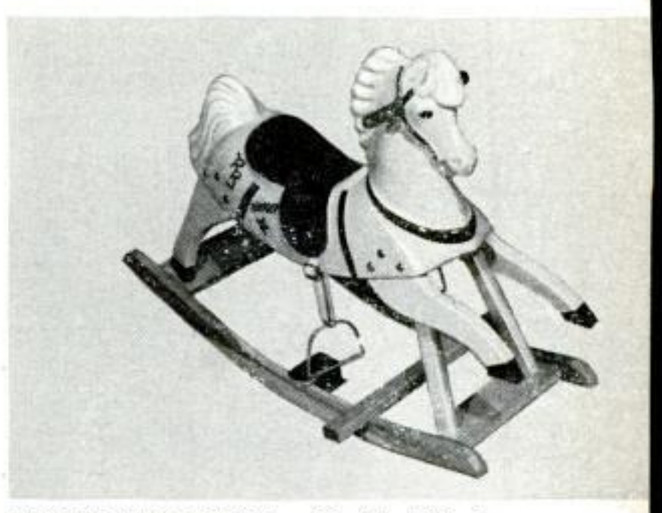
Roy's own "Pledge To Parents" made Santa elated.
"Now all can be sure of real value," he stated.



SIGNAL SIREN FLASHLIGHT *by Usalite®.* Top-quality, 2-cell focusing. Signal button, 3-way switch, siren in cap. Full color metal case, plastic head. Roy Rogers Secret Code Book. **98c** (less batteries).



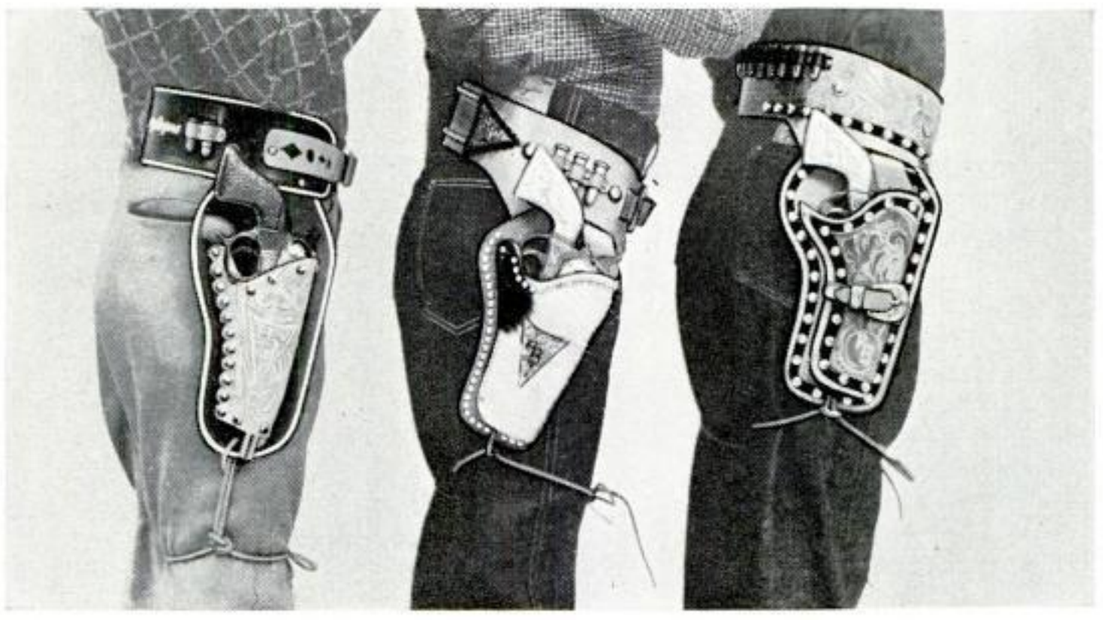
TRUSTY SHOOTIN' IRONS *by Kilgore.* Replicas of Roy's own guns. Elaborately etched barrels. Dura-Gleam finish. Revolving cylinder and repeater models in cap and non-firing styles. **79c to $1.75.**



MUSICAL "TRIGGER" *by Moulded Products.* Palomino rocking horse with durable moulded body. Has "Trigger's" name, RR Brand. Plays music when rocked. Also model without music box. **$11.95.**



COMFORT A-FOOT *by Tex Tan of Yoakum.* Full grain, glove leather Tex Tans. Leather insole. Double leather back, cemented and stitched. Roy or Dale soft or hard soles. Sizes 8 to 3. **$2.98** and **$3.79**



ROY ROGERS HOLSTER SETS *by Classy Products.* Exact duplicates of genuine Western holsters in fine leathers and Top Grain Cowhide. Elaborately trimmed and decorated with Roy's own brand, nickel studs, conchas. Richly embossed on natural and dyed leathers. From **$2.98** to **$10.95.**



BOOTS LIKE ROY'S and DALE'S *by Tex Tan of Yoakum.* Authentic Western boots of finest leather. Durably built, sturdily stitched. Rubber heels and pull straps. Sizes 5-8, 8½-3. From **$4.95** to **$12.98** pr.



DURABLE DENIMS *by Blue Ridge.* Sanforized 8-ounce or 11-ounce Jeans and Jackets in blue or brown. Plaid lined Jeans. Sizes 2 to 16. From **$1.98** to **$3.39** each. Matching Shirt by Rob Roy, **$2.98.**



JACQUARD SPREADS and DRAPES *by Monument Mills.* All-cotton washable spreads with Roy and Trigger in distinctive colors. Available in three sizes, **$7.95.** Matching Drapes, **$7.95** pair.



RANCHJAMAS *by Allison.* Color-fast cotton knit, also 2-ply brushed fabrics. Rib cuffs, anklets, waistbands. Color pictures of Roy Rogers, or Dale Evans. Sizes 4 to 12. **$2.59** and **$2.98.**



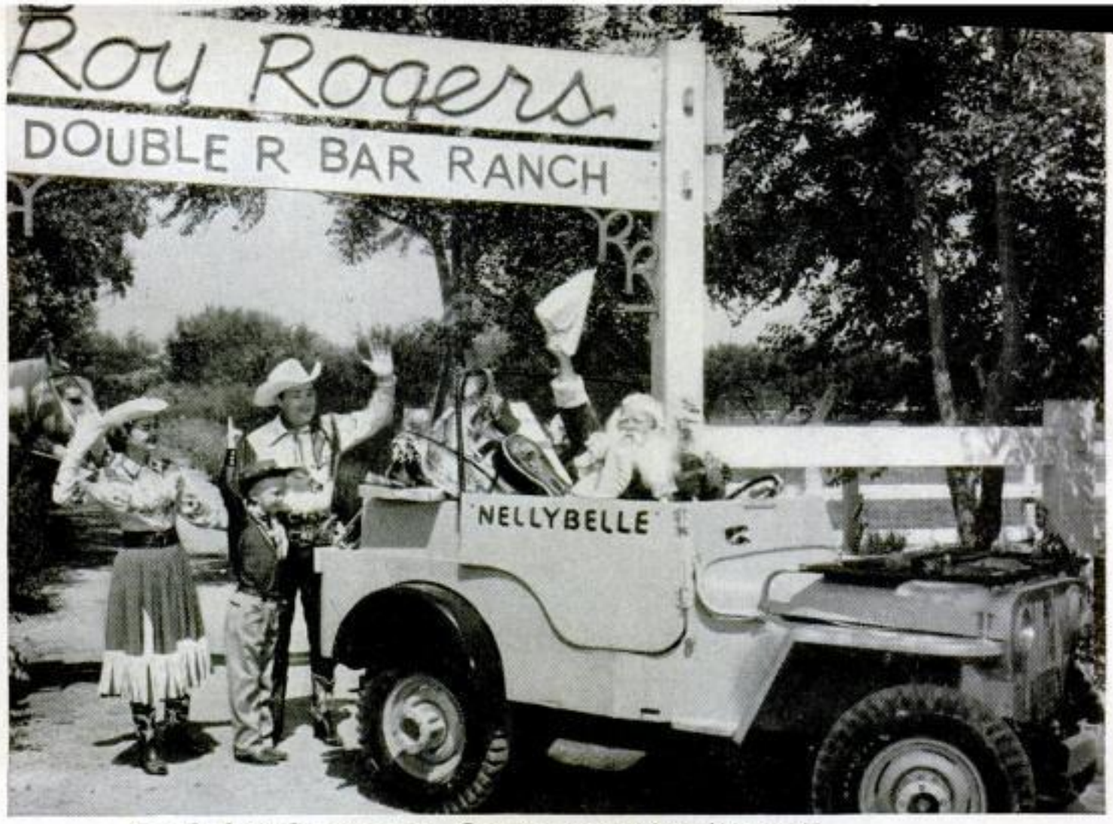
ROY and DALE ACCESSORIES *by Western Art,* to complete the Western outfit. Felt or suedene Boleros, **$1** and **$1.65.** Satin Ties with Cuff Slides, **$1.** Square Satin Kerchiefs, **$1.** Cowboy Clip-on Ties, **69c.**

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Advertisement CONTINUED

SANTA GOES WESTERN

This Christmas follow Santa's lead down the Western Trail. Give the youngsters you love any of these Roy Rogers items, knowing that the gift you give is the gift that's wanted this Christmas-time. You'll find Roy Rogers merchandise on sale at better stores everywhere.



Loaded with presents, Santa waved his farewell
And drove back to the Pole in a borrowed Nellybelle.



WATCHES and CLOCKS *by Bradley Time.* Guaranteed. Roy or Dale on legible dials. Unbreakable crystals. Strap or bracelet models, **$4.95** to **$6.95.** Roy gallops on Trigger as 40-hour alarm clock ticks, **$3.95.**



NELLYBELLE JEEP *by Sherwood Toys, Walden, N.Y.* Heavy gauge steel replica of famous TV Jeep. Ball-bearing rear axle and push-rods. Semi-pneumatic tires. A sturdy vehicle all kids love. **$24.**

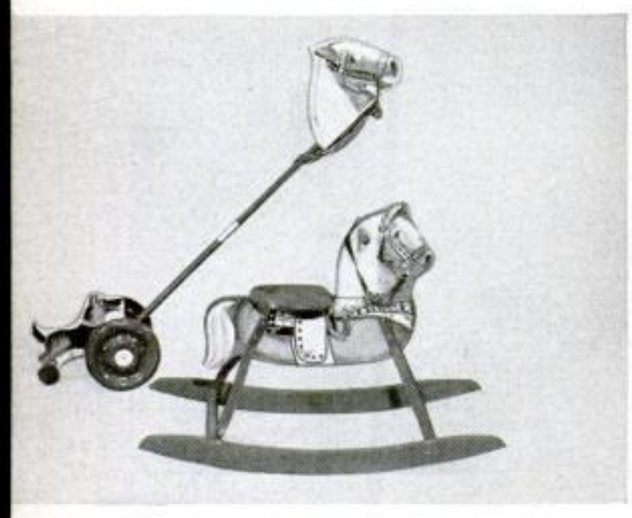
ROY ROGERS PLEDGE TO PARENTS

Any item of merchandise, bearing my name, has been tested in one of the nation's largest testing bureaus and, in our judgment, equals in quality merchandise selling in the same price range. You pay no premium for my name. Rather, it is your assurance that the item is an authentic value.

Roy Rogers



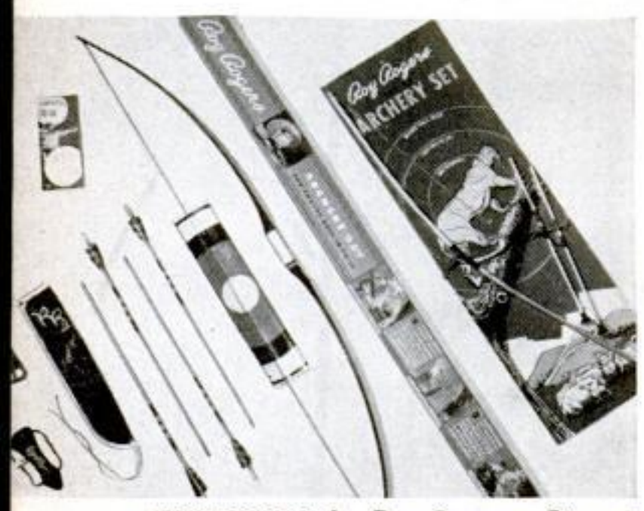
TUNE IN "THE ROY ROGERS SHOW" EVERY WEEK
NBC-TV—Sponsored by Post Cereals
NBC-Radio—Sponsored by Dodge Cars and Trucks



HOBBY and ROCKING HORSES *by N. N. Hill.* "Trigger" Palomino heads. Hobby horse has chimes and "Bullet" following. Rocking horse has metal seat on sturdy steel legs. Jingle bell reins. **$2** and **$4.**



WESTERN RAINWEAR *by Buchsbaum.* Rubberized Raincoat with Hood. Storm Set with Hood, Raincoat, of KRENE® plastic. Roy Rogers trim, snaps, slash-through pockets. Sizes 4 to 12. **$2.98** to **$5.95.**



ARCHERY SETS *by Ben Pearson.* Big set has hardwood bow, 4 arrows, quiver, arm guard, finger tab, target, Roy's Archery Booklet, **$6.95.** Small sets have safe, rubber-tipped arrows. **$1, $2.95, $3.95.**

HEADQUARTERS STORES

The following, and other leading stores everywhere, carry most of these Roy Rogers items:

ABRAHAM & STRAUS
Brooklyn, Garden City, Hempstead

AUERBACH'S
Salt Lake City

L. S. AYRES & COMPANY
Indianapolis, Ind.

J. L. BRANDEIS & SONS
Omaha, Nebraska

CARSON, PIRIE SCOTT & CO.
Chicago, Illinois

CROWLEY'S
Detroit, Michigan

DAYTON'S
Minneapolis, Rochester, Minn.

DENVER DRY GOODS COMPANY
Denver, Cherry Creek, Colo.

FOLEY'S
Houston, Texas

GIMBEL'S
New York, Philadelphia
Pittsburgh, Milwaukee

THE HECHT COMPANY
Washington, Silver Springs,
Parkington, Arlington

WM. HENGERER COMPANY
Buffalo, New York

HIGBEE COMPANY
Cleveland, Ohio

JOSEPH HORNE COMPANY
Pittsburgh, Pa.

JORDAN MARSH COMPANY
Boston, Mass.

JOSKE'S OF TEXAS
San Antonio

S. KANN SONS COMPANY
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F. & R. LAZARUS & COMPANY
Columbus, Ohio

LOVEMAN, JOSEPH & LOEB
Montgomery, Alabama

MACY'S KANSAS CITY
Kansas City, Missouri

MAISON BLANCHE
New Orleans, La.

MEIER & FRANK CO., INC.
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THE OUTLET COMPANY
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PIZITZ
Birmingham, Alabama

RHODES OF SEATTLE
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RICH'S, INC.
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RIKE KUMLER COMPANY
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SCRUGGS-VANDERVOORT-BARNEY, INC.
St. Louis, Missouri

SHILLITO'S
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STEWART DRY GOODS COMPANY
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NATION-WIDE:

SEARS, ROEBUCK & CO., RETAIL STORES • SEARS CHRISTMAS MAIL ORDER CATALOGUE • SEARS CATALOGUE ORDER OFFICES

In Canada:

Canadian Manufactured Roy Rogers Items Available at
SIMPSON-SEARS LIMITED, MAIL ORDER AND RETAIL
THE ROBERT SIMPSON COMPANY LIMITED
(All prices are approximate and some slightly higher in the West)

ROY ROGERS ENTERPRISES

A Division of Frontiers, Inc.—Roy Rogers, Pres.

1418 North Highland Avenue Hollywood 28, California

RE-145



T-SHIRTS, SWEAT SHIRTS, KNIT SHIRTS *by Norwich Mills.* Interlock collars, reinforced seams, colorful Roy Rogers designs. Knit Shirt has contrasting fringed yoke. Sizes 2 to 12. From **69c** to **$1.39.**



VIEW-MASTER® *by Sawyer's.* Three-dimension pictures of Roy Rogers in realistic color. Each reel tells a complete story. **35c,** 3 for **$1.** View-Master makes a fascinating hobby-gift, **$2.**



PAINT-BY-NUMBER SETS *by Palmer Paint.* Color portraits of Roy and Dale you can easily paint yourself. Sets include mounted canvases, paints, brushes, full instructions. **$1** and **$2.**

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MEDICINE

A GAT FOR KILLING CANCER

Doctors pack pistol to pump tumors full of radioactive bullets

Medicine's most incongruous addition to its arsenal against cancer is a pistol which looks like something out of Captain Video's cosmic kit bag. Developed in England and now in use at the M. D. Anderson Hospital in Houston, the cancer gun "fires" tiny radioactive gold pellets into tumors. The barrel is a long tube which is pushed deep into the tumor. The doctor fires the gun as he withdraws the needle, depositing a pellet whenever he pulls the trigger. By injecting the tumor at different points he can plant a pattern of gold seeds to produce an even flood of healing gamma rays.

The cancer gun is particularly useful for treating deep-lying, well-defined tumors. It does far less harm to surrounding healthy tissue than ordinary X-rays. It is also more flexible than long radium needles which are inserted into tumors and later must be pulled out. The cancer gun's golden pellets lose their effective radioactivity within 10 days and can be safely left buried in the patient's flesh forever.



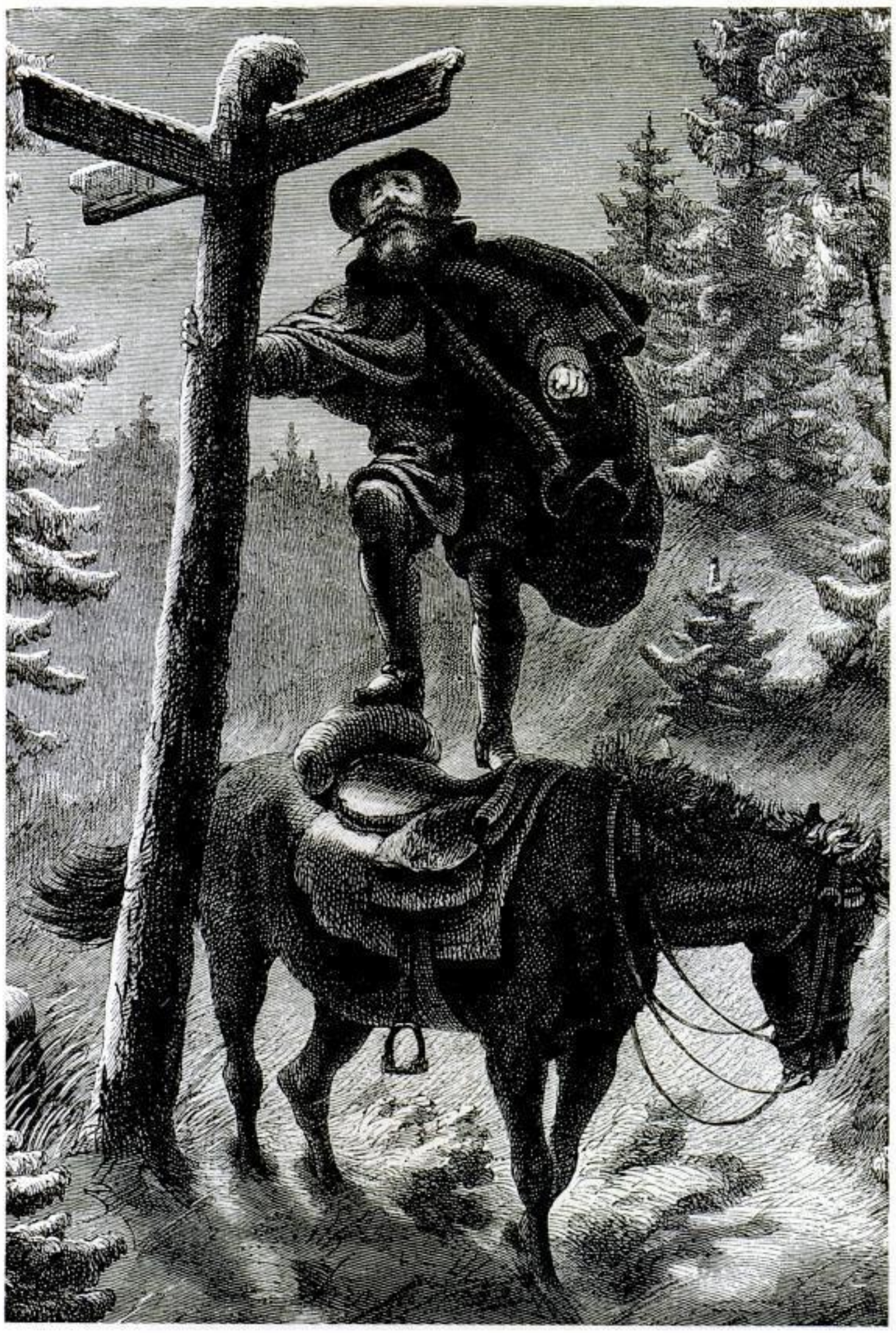
THE PISTOL lies on a table to be cleaned. The curved barrels are needed for hard-to-reach tumors.

DRIVING GUN'S SLENDER BARREL IN UNDER PATIENT'S CHIN, DOCTOR PULLS TRIGGER TO LODGE RADIOACTIVE GOLD BULLET IN TUMOR IN BASE OF TONGUE



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which way to go?



At the start most people who put their money in the stock market have a clear idea which way they want to go. But as they progress, they frequently find it is difficult to stay on the path selected.

When things go too well for the investor, the temptations of speculation tend to lead him off the road. When things go badly for the speculator, he tends to become an "involuntary investor".

If you set out to invest, stick to sound investment principles. If you set out to speculate, stick to sound speculative principles. If you wish to follow both the investment road and the speculative road—and this can be perfectly sound—segregate your funds into two separate accounts.

* * *

The Member Firms of the New York Stock Exchange spend millions of dollars annually in an effort to provide intelligent help to you with your investment problems. This is done for you. Why not take advantage of it?

DREYFUS & CO.

Today's Methods For Today's Markets

Members New York and American Stock Exchanges
and Leading Commodity Exchanges
Corporate and Municipal Underwriters
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GOLD BULLETS, here shown on a fingertip, are 1/10th of an inch long. They are coated with platinum to block beta rays, let through gamma rays.



LOADING THE PISTOL, Dr. Warren Sinclair, one of the gun's British inventors, puts magazine loaded with 15 gold bullets into disconnected barrel.



RADIATION TEST is always taken after operation to make sure that no bullets accidentally stick in barrel. Bullets are made radioactive at Oak Ridge.

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An occasion worth celebrating deserves Schlitz

Schlitz®

Just the kiss of the Hops — no harsh bitterness

WHETHER YOU DRINK IT from a paper cup at a football game, or from a tall proud glass in a fine hotel, Schlitz flavors the occasion as no other beer can do. In Schlitz you taste the richness of time, the essence of care, the smooth perfection of century-old skills. And through every glass runs the delicate fragrance and flavor of the hops . . . just the kiss of the hops . . . not a trace of harsh bitterness.

If you like beer you'll love Schlitz

THE BEER THAT MADE MILWAUKEE FAMOUS

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Right you are . . . right now in

The new '55 Softone Look

The Softone Look is growing like a prairie fire! It's a completely new approach to color harmony. The muted colors in these Arrow Shirts and Handkerchiefs, with harmonizing Ties, accent *any* suit, and look *particularly* smart with the new darker suitings.

Here, for instance, is a group of handsome oxfords and luxurious broadcloths in just about any collar style you could ask for. These long-wearing fabrics are "Sanforized"-labeled, of course.

That's the Radnor-B.D. shown above—a soft collar with rounded points, buttoned down, $5.00. The smartly accented ties come in all silk at $2.50. Handkerchiefs are 55¢. Choose from the full range of Softone Ensembles at your Arrow dealer's now.

KENT—smart non-wilt collar with short, spread points, $5.00.

RADNOR-E.—soft, round collar with eyelets for pin, $5.00.

SUSSEX—soft, widespread collar with stays that keep collar flat, $5.00.

COPLEY—soft collar with regular-length points, $5.00.

ARROW

Softone Ensembles

by Cluett, Peabody & Co., Inc.

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WITH LORD ISMAY, NATO SECRETARY GENERAL, AND AN AIDE STANDING BY, PAUL HENRI SPAAK OF BELGIUM, FIRST IN ALPHABETICAL ORDER, SIGNS PACT

GREAT SCENE, GREAT MOMENT

An exultant Secretary of State John Foster Dulles predicted that "history will not soon forget" the solemn and impressive scene shown on this page. In Paris' soft dusk the representatives of the 14 NATO nations gathered around a horseshoe table in the great center hall of the Palais de Chaillot to strengthen Western Europe by signing Germany in as the 15th NATO member (LIFE, Nov. 1). Framed in the great window, the Eiffel Tower stands across the Seine, while along the left side can be seen one of the wings of the palace, now the headquarters for the North Atlantic Treaty Organization. After the new treaty is ratified by the NATO countries, probably by early next year, Germany will take her place in NATO.

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When company's coming for a real Italian-style dinner...

Wonderful way to treat your guests! Delight them with Chef Boy-Ar-Dee's delicious Spaghetti Dinner! In only 12 short cooking minutes, you're ready to sit right down and enjoy yourself.

Everything you need in one handy package! There's the finest, quick-cooking spaghetti . . . real full-flavored, Italian-style sauce . . . and tangy grated cheese. 3 servings in a package—at about 14¢ a serving!



Quick *tempting...tasty*

CHEF BOY-AR-DEE®

SPAGHETTI DINNER

with Meat or Mushroom Sauce



It's the specially blended sauce that makes Chef Spaghetti Dinners—and all the many other Chef products—so extra-specially good.

Try Chef Boy-Ar-Dee Ravioli, Spaghetti and Meat Balls, Sauce with Meat, Sauce with Mushrooms, Sauce with Meat Balls, and Meat Balls with Gravy.

Why not make one night a week "Chef Night"? You'll save time, save money, serve wonderful meals!

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STRIDING TOWARD THE UNIVERSITY OF IDAHO, 1,000 WASHINGTON STATE COLLEGE STUDENTS STOP TRAFFIC ON ROUTE 3 EAST OF PULLMAN, WASHINGTON

THE MARCH ON MOSCOW

Washington State's hike celebrates Idaho victory

The ancient football rivalry between Washington State College and the University of Idaho includes a time-honored custom. As an aftermath of each game students from the losing school must walk to the winning campus for appropriate ceremonies (*p. 68*). This is a nine-mile hike and this year the Idahoans figured to make the march again, as they always have. Not since 1925 had Idaho beaten Washington State and this fall Idaho had lost five straight games, three by shutouts.

But at Pullman the team suddenly caught fire and before the disbelieving eyes of coach (*p. 66*) and fans held Washington State in check while scoring a touchdown and booting a field goal. Final score: 10-0. Washington State saw the drama of all this and turned out en masse (*above*), with band and cheerleaders, for the losers' long hike over the state boundary to Moscow. Fifteen hundred happy Muscovites marched out to meet them and to give the town its happiest football moment in 29 long years.



A DRUM MAJOR AND A MAJORETTE LEAD THE WASHINGTON STATE PARADE →

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Take this ad with you and

compare the BOLEX B-8 with any other 8mm movie camera

You'll find the Bolex B-8 the finest value in cameras. You must see it to appreciate the Swiss craftsmanship built into this superb mechanism. Designed for filming ease, the B-8 offers great flexibility with its twin turret – permitting lens changes in an instant. Equipped with an F:2.8 fixed focus lens, the B-8 is priced at $119.50 (the C-8, without turret but with similar lens is $89.95). Compare the B-8 with other leading cameras like those listed below (costing up to 25% more than the B-8).

	FEATURES	BOLEX B-8	CAMERA A	B	C	D	E
A	Optical zoom-type finder	●	●				
B	Wide-angle viewer	●	●	●		●	
C	Speeds from 8 to 64 frames/second	●					
D	Footage counter next to viewfinder	●					●
E	Morocco leather body	●	●			●	
F	Ratchet winding	●					
G	Continuous-run lock	●	●			●	●
H	Single-frame filming, titling	●		●		●	●
I	Cable-release standard equipment	●					
J	Instant stop on run-down	●		●			●
K	Removable leather wrist strap	●		●			●
L	Standard D mount	●			●	●	●
M	Spool-loading economy, reliability	●		●	●	●	

See for yourself! No other camera in a comparable price range offers all these Bolex built-in advantages.

When buying camera equipment or supplies, always look for the Bolex symbol. It is a sign of store quality; only the best photographic stores carry Bolex.

Paillard Products, Inc., Dept. L-11
100 Sixth Avenue, New York 13, N. Y.
Gentlemen: Please send a copy of the folder on the new Bolex B-8.
Name .....
Street & Number.....
City..... Zone.... State.....



ENRAPTURED COACH Skip Stahley (*center*) watches as scoreboard clock ticks off game's final five seconds while fans get ready to celebrate Idaho's win.



TRIUMPHANT EMBRACE links Coach Stahley (*light suit*) and Assistant Jay Pattee as Idaho players pounce on them seconds after final gun sounded.



SHOULDER-BORNE, Coaches Earl Klapstein, Stahley and Pattee jog happily around the field, carried by the team. This is Stahley's first year at Idaho.

CONTINUED ON PAGE 68

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*New medical report proves**

SKIN OF WOMEN'S HANDS DAMAGED BY CLEANSERS, BLEACHES, DETERGENTS

Playtex® Living Gloves

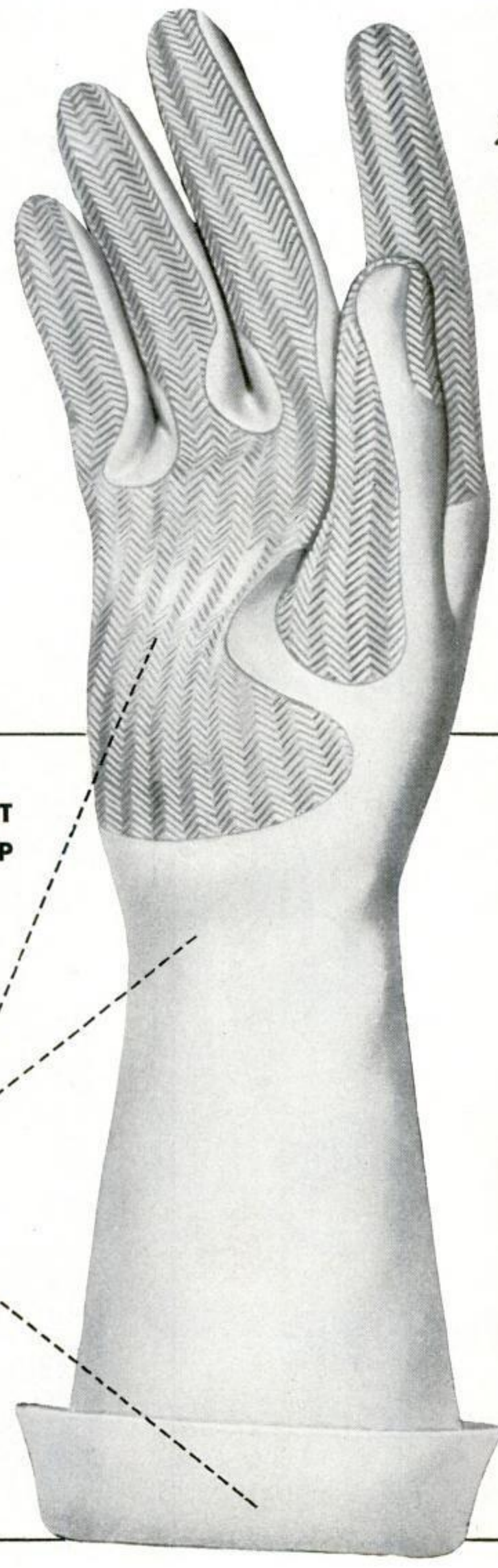
FABRIC-LINED LATEX

GIVE YOU THE ONLY 100% PROTECTION



1. Before...

Rough red hands
(unretouched photo)





2. After 9 DAYS

Hands lovely again
(unretouched photo)

FABRIC-LINED for "Bare Hand" COMFORT
NON-SKID TREAD for "Bare Hand" GRIP

No need any longer to risk damage to your hands from harsh cleansers and detergents—damage that is further aggravated by oven heat, winter cold and drying household chemicals. Here's positive protection in a new kind of glove, different from any you've ever seen or worn before!

Playtex Living Gloves have an exclusive non-slip surface that lets you hold sudsy plates firmly. They're so touch-sensitive you can even pick up a pin! The tapered fingers and wrist give you a comfortable fit.

Never sticky or clammy, Playtex Living Gloves are easy to put on and take off, because they're made of fabric-lined, liquid latex—stretchable and non-allergenic! The extra long cuffs turn back to protect you from annoying drip and splatter.

Start today . . . make your hands lovely again in only 9 days with Playtex Living Gloves. Three exciting new fashion-right colors—peach, maize and blue.

* *The attention of the medical profession is called to the doctors' report in the Sept. 1953 Archives of Dermatology etc., dealing with the deleterious effects on women's hands of harsh soaps and detergents.*

3 glamorous new colors!

PEACH MAIZE BLUE

$1.39 Prices slightly higher outside U. S. A.

The very first manicure you save pays for your gloves



ON COSMETIC, NOTION AND DRUG COUNTERS EVERYWHERE!

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...Sincerely Yours!



"IT'S NICE TO HAVE SO MANY SINCERE FRIENDS, WHITEY!"



"YES, BLACKIE, PEOPLE ALL OVER THE WORLD ARE SINCERELY LOYAL TO BLACK & WHITE SCOTCH WHISKY BECAUSE ITS QUALITY AND CHARACTER NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



LOSER'S REWARD, traditionally, is to have hike-tired feet washed in public. Idaho coeds oblige Washington State student vice-president Barry Jones.



WINNER'S REWARD is a long kiss, given Idaho student president Flip Kleffner, in a shrunken derby, by Norma Needer, Washington State majorette.

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Satisfies the modern taste for



hearty maple-y flavor without over-sweetness



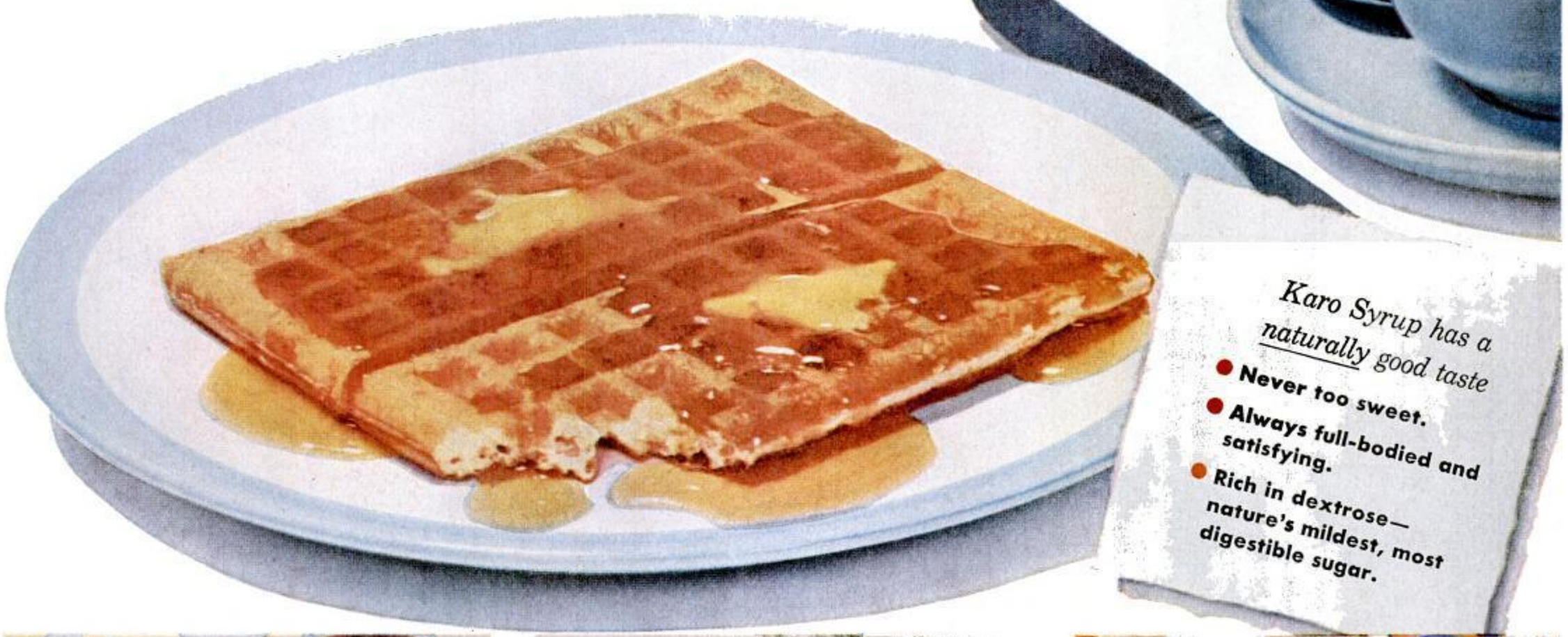
Sweetness kills flavor! And most table syrups are too sweet. If you want the taste of maple syrup...*without* that over-sweetness...pour on Karo Waffle Syrup. Your family will really enjoy its rich full-bodied flavor...not too sweet, not too thin.

You see, the reason Karo sweetens *just enough* is because it is the one table syrup so rich in dextrose...nature's *mildest* sugar.

See how this helps the good 'n maple-y flavor stand out...see how it adds more flavor, instead of just sweetness, to every bite.

Put Karo Syrup on the table the next time you want to perk up breakfast. Or serve it to the youngsters in milk, or on bread. There are so many ways to use Karo Syrup. Get it at your grocer's tomorrow... three delicious flavors.

Produced by Corn Products Refining Co.



Karo Syrup has a naturally good taste

- **Never too sweet.**
- **Always full-bodied and satisfying.**
- **Rich in dextrose—nature's mildest, most digestible sugar.**



Pep Up Your Favorite Cereal. You can add new zest and flavor by sweetening it with delicious Karo Syrup. Remember too, you're adding delicious food energy to every bite...a good idea every morning. Full-bodied Karo gives a wonderful flavor to hot and cold cereals.



French Toast Is A Treat... Why drown it with overpowering, sweet syrup. Instead, pour on mildly-sweet Karo. The Red Label Karo has a light, delicate flavor...ideal here. That good Karo sweetness mingles with other flavors, makes every bite a delight.



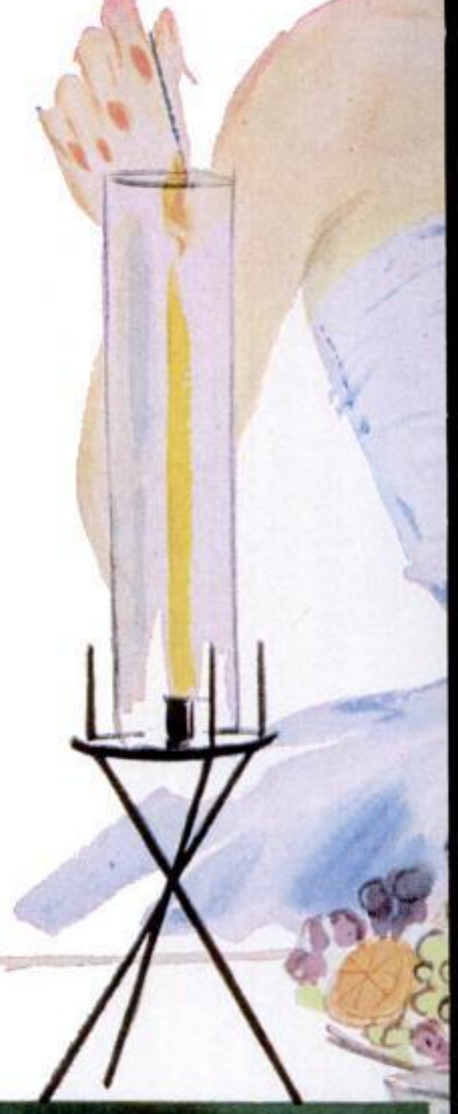
Quick Energy For The Kids . . . Or Dad. And they'll love it! Delicious Karo Syrup makes a wonderful quick snack anytime...one that gives you plenty of *get-up-and-go*. That's because Karo is so rich in dextrose, and dextrose is the *food-energy* sugar.

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Hold on to your heart—

Here is the range







Hotpoint Customline. Custom, built-in ensemble in gleaming lifetime stainless finish. Four-coil surface unit fits into counter—giant automatic Super Oven into wall. Smart, practical, easy to clean. Reasonably priced, too!



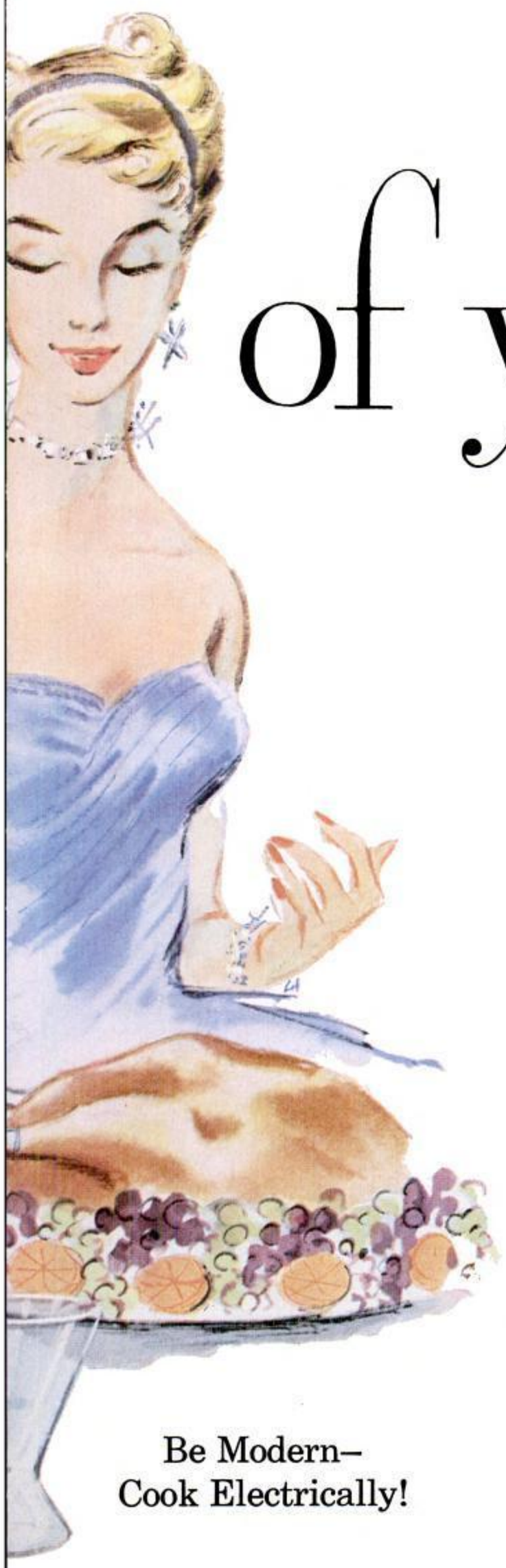
Look . . . Listen . . . and Laugh with OZZIE and HARRIET Every Week on TV!

Hotpoint Super-30. First and only 30-inch range with lighted pushbutton controls, deep-well cooker, rotary electric barbecue, automatic Super Oven and French fryer (optional)!

Guaranteed by Good Housekeeping

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44.

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of your dreams

One Of These Thrilling New Hotpoint Ranges Is Tailor-Made For *Your* Kitchen . . . By The World Leader In Modern Electric Cooking!

Naturally, when it comes to ranges, you *expect* the finest from Hotpoint. Because Hotpoint *pioneered* and *perfected* electric cooking . . . and has built more electric ranges than any other manufacturer!

And now Hotpoint is first to offer you all three types—whichever might be the range of your particular dreams!

No matter which you choose, you can be sure of this—that your beautiful new Hotpoint is by far the most advanced, most completely automatic range of its kind . . . scientifically designed to assure you of recipe-perfect results in *everything* you cook!

See the *complete* line of wonderful new Hotpoints—including the fabulous new Tusque Colorange—at your nearby Hotpoint dealer's* soon!

*Dealers are listed in most classified phone directories.



Hotpoint Super-Automatic. Full size. Two automatic ovens and broilers. Exclusive automatic plug-in griddle, pushbutton controls, Super Calrod® *instant heat*, deep-well cooker! Automatic French fryer optional.

Be Modern–
Cook Electrically!

Hotpoint

Changes your viewpoint...automatically

Ranges • Refrigerators • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Automatic Washers • Clothes Dryers • Cabinets • Air Conditioners • Dehumidifiers

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AMF ROYAL MASTER LIGHTWEIGHT



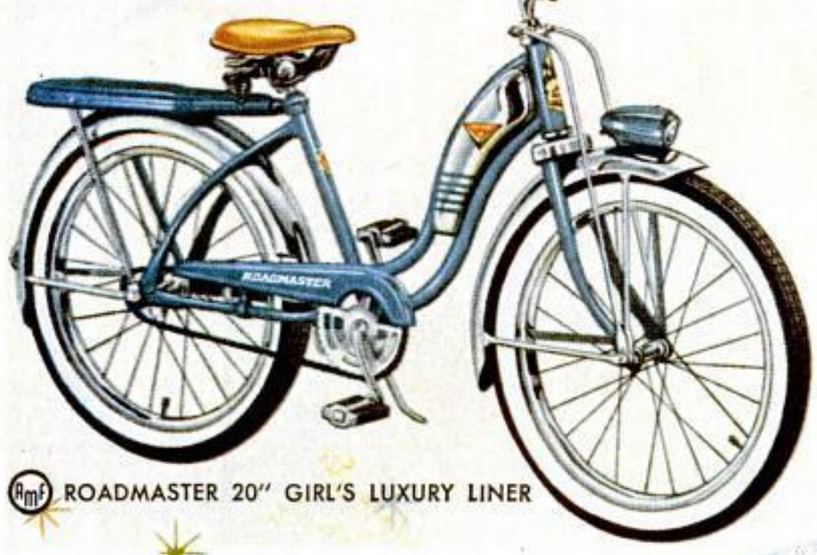
AMF BMC DE LUXE TRACTOR



AMF JUNIOR SIDEWALK BIKE



AMF ROADMASTER LUXURY LINER



AMF ROADMASTER 20" GIRL'S LUXURY LINER



AMF JUNIOR SKY TRIKE



AMF JUNIOR TOW-TRIKE





AMF BMC JETLINER STATION WAGON



AMF ROADMASTER FLYING FALCON

Christmas dreams come true on wheels!

Every youngster has "wheels in his head" at Christmas time! Tiny tykes dream of trikes that don't tip . . . tractors that can hardly be told from Farmer Brown's . . . autos as smart as the grown-ups' cars! Teeners? *They* dream of biking gaily off to school—wheeling off to healthful fun and frolic!

And AMF (with the help of Santa!) makes all those dreams come true with easy pedaling beauties that are ruggedly built to ride safer and to last longer.

Some of these dreams-on-wheels are pictured here. You'll see many more wherever AMF Wheel Goods are sold in your community. *For the best of everything on wheels—look for the names shown below on products made by American Machine & Foundry Company.* AMF Wheel Goods, Merchandise Mart, Chicago 54, Illinois.

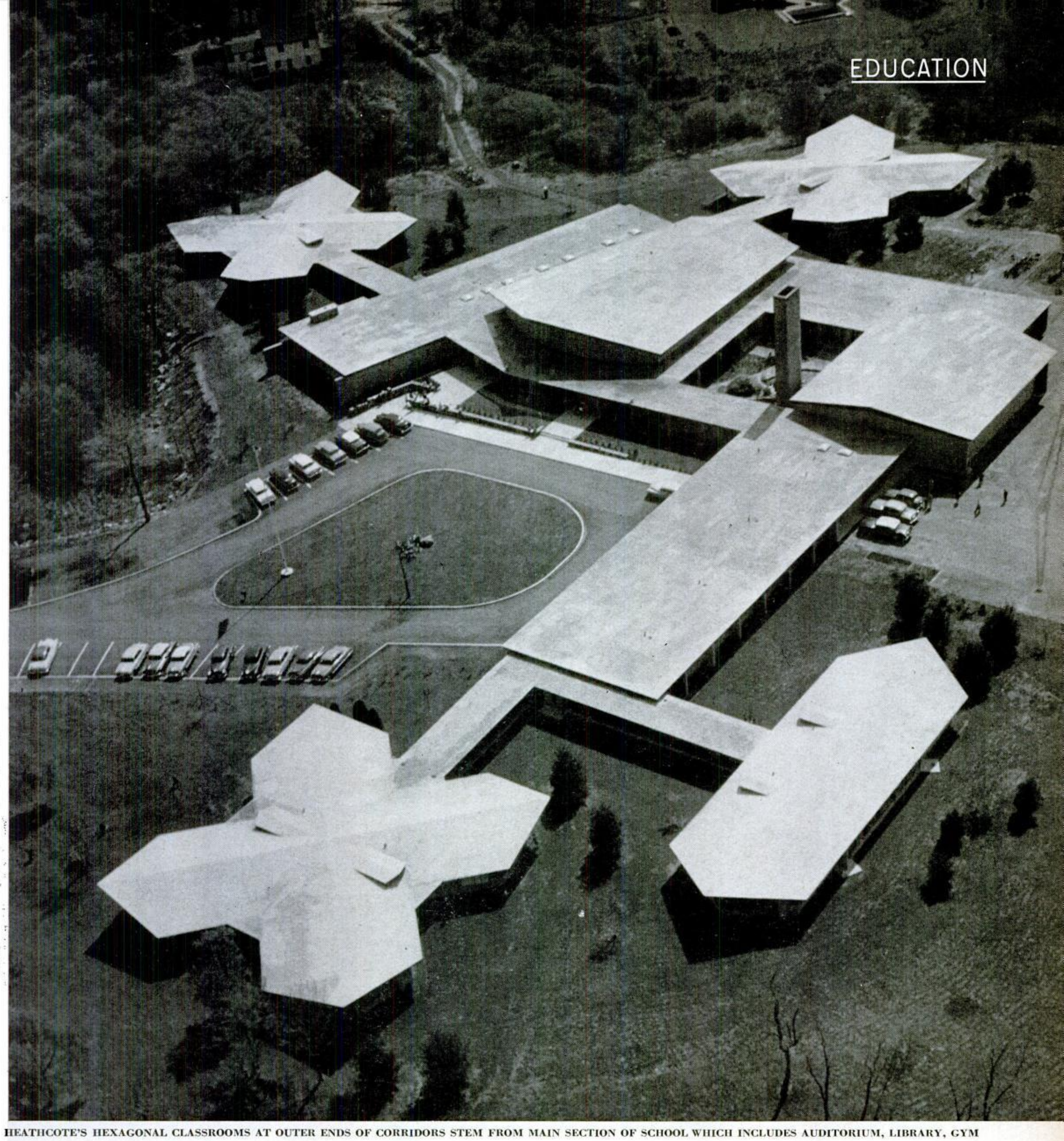
AMF TANDEM — CARS, TRACTORS, WAGONS

AMF ROADMASTER BICYCLES

AMF Junior TRIKES & BIKES

ALL PRODUCTS OF AMF AMERICAN MACHINE & FOUNDRY COMPANY

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HEATHCOTE'S HEXAGONAL CLASSROOMS AT OUTER ENDS OF CORRIDORS STEM FROM MAIN SECTION OF SCHOOL WHICH INCLUDES AUDITORIUM, LIBRARY, GYM

Clusters of Classrooms

A NEW, SPRAWLING DESIGN FORESHADOWS SCHOOLS OF THE FUTURE

Planning a new grade school, Scarsdale, N.Y. officials deliberately set about to forget everything they knew of school design. They needed 14 classrooms, yet wanted a small-school atmosphere. They needed an efficient unit, yet wanted to separate children by age groups. Architects Perkins & Will met the requirements with a sprawling design which puts classrooms in clusters at the end of long corridors. In the picture above, Grades 1 and 2 are in one four-room cluster, 3 and 4 in another, 5 and 6 in the third. Kindergartens are in the two-room section at lower right.

The school, which cost less to build than a traditional school of equal size, makes expansion practical. Having won a national architectural award, Heathcote is regarded by experts as a forerunner of schools of the future.

CONTINUED ON NEXT PAGE

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it's the knit
with the fit
where you sit®
panties of
®Spun-lo
RAYON FABRIC
only about 69¢

Sit. Stand. Bend. Stretch. These famous-for-comfort undies g-i-v-e with every motion, fit every curve.

Extra! They'll never feel cold, never get clammy—they're naturally absorbent. Truly everybody's favorite because they wash easily, dry fast, need no ironing.

All styles.

Guaranteed by Good Housekeeping



feel it – it's fabric-softest for baby
baby pants of waterproof
®Spun-lo
RAYON FABRIC



So soft, light, comfy! New everyday waterproof panties with a dress-up look! Fabric outside; waterproof inside! No rubber! No separate lining! Won't acid-stain! Non-allergenic. Machine washable!
5 dainty colors.

Guaranteed by Good Housekeeping

COMMENDED BY THE CONSUMER SERVICE BUREAU PARENTS' MAGAZINE

pull-on style, only about 79¢
snap-on style, only about 98¢
SLIGHTLY HIGHER IN CANADA

INDUSTRIAL RAYON CORPORATION, Cleveland, Ohio. Producers of Continuous Process Rayon Yarn and ®Tyron Cord for Tires



CLASS BEHIND GLASS works at third-grade problems under hanging mobile of paper leaves which was inspired by autumn view through window.

OUTDOOR-INDOOR SCHOOL

Along with its small-school atmosphere, Heathcote was designed to give its pupils a feeling of closeness to nature. More than half the school's exterior walls, corridors as well as classrooms, are of glass. From within the school (*above*) children in every classroom are exposed all day to the rolling grounds, the birds and the occasional rabbits. And outside (*below*) they are only seconds away from a first-hand study of the trees and flowers and stones.



CLASS IN THE FIELD watches kindergarten teacher count "fingers" of oak leaves. Pupils regularly take nature walks in woods on school grounds.

CONTINUED ON PAGE 77

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For Sure-Fire Winter Starts _ Sure-Fire Winter Savings _ Get

*the motor oil that boosts gas mileage up to 23%**



THAT's right—you *can* save on gas even in *winter*, the season of cold engines, harder starts, excessive choking—

if you'll change to Mobiloil Special, the amazing new oil that boosts engine efficiency—cuts power waste.

These facts are in the record books:

- **In *hundreds* of cars, Mobiloil Special reduced the octane requirement of every engine—*in effect adding octanes to the gasoline used* . . .**
- **It *cleaned* engines as no other oil ever had before . . .**
- **It *corrected or relieved* knock, pre-ignition "ping" and spark plug misfiring . . .**
- **It *reduced wear* to practically zero . . .**
- ***And—it provided instant starts in sub-zero cold*—as well as full protection over the high temperature range, after engine warm-up!**

No wonder engineers call it "the best lubricant for any car, new or old—in extreme heat or sub-zero cold"!

* In identical road tests, using fleets of vehicles—New Mobiloil Special reduced gasoline consumption—increased miles per gallon up to 23%—over results obtained with conventional high-quality SAE 20 motor oil.

Mobiloil Special—Under API Classification recommended "For Services ML, MM, MS, DG."

Mobilgas
SOCONY-VACUUM

Change Now before Winter

At Mobilgas Dealers—
Car Dealers—Garages

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

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New!
exclusive,
imported leather

JACKBOOT JACKET

The luxury of fine leather—at McGregor's Scottish prices! Fashioned of that fine, soft, supple, *smooth*—yet tough—leather of a Cavalier's Jackboot! *Now in colors never achieved in smooth leathers before!*

Lusty reds . . . brilliant blues . . . vivid yellows . . . glowing browns . . . and a whole palette full of colors you've never seen in smooth leathers before!

You've never seen them before because they never existed before. It took a newly-discovered and fantastically complicated tanning process to produce them.

McGregor not only has them first . . . but *exclusively!*

The leather itself is imported! While it's wonderfully soft and supple, it's extremely tough, spot-resistant and water-repellent!

You must see these sensational new jackets pictured here in blue . . . and see yourself in one . . . to know how aristocratically handsome they are. And the most important thing about these jackets is they're only $25.

Same colors in luxurious, spot-resistant, water-repellent *suede*, too. Only $25.

The coat style illustrated at left—the McGregor-Holiday coat in fine suede—only $47.50.

P.S. "Be an Angel —give them for Christmas!"



McGREGOR*

Sportswear made in U.S.A.

ALSO BOY-SIZED AND BOY-PRICED at better stores everywhere or write McGregor Sportswear, David D. Doniger & Co., Inc., 303 5th Ave., New York 16. *Trade Mark

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IN SUNLIT CORRIDORS, where design of the glass walls is broken up by colored panels, children march from main building toward a classroom cluster.



BY LIBRARY FIRE fourth-graders sprawl about, free to read books they get themselves from shelves. Wood for the fire is gathered by the children.

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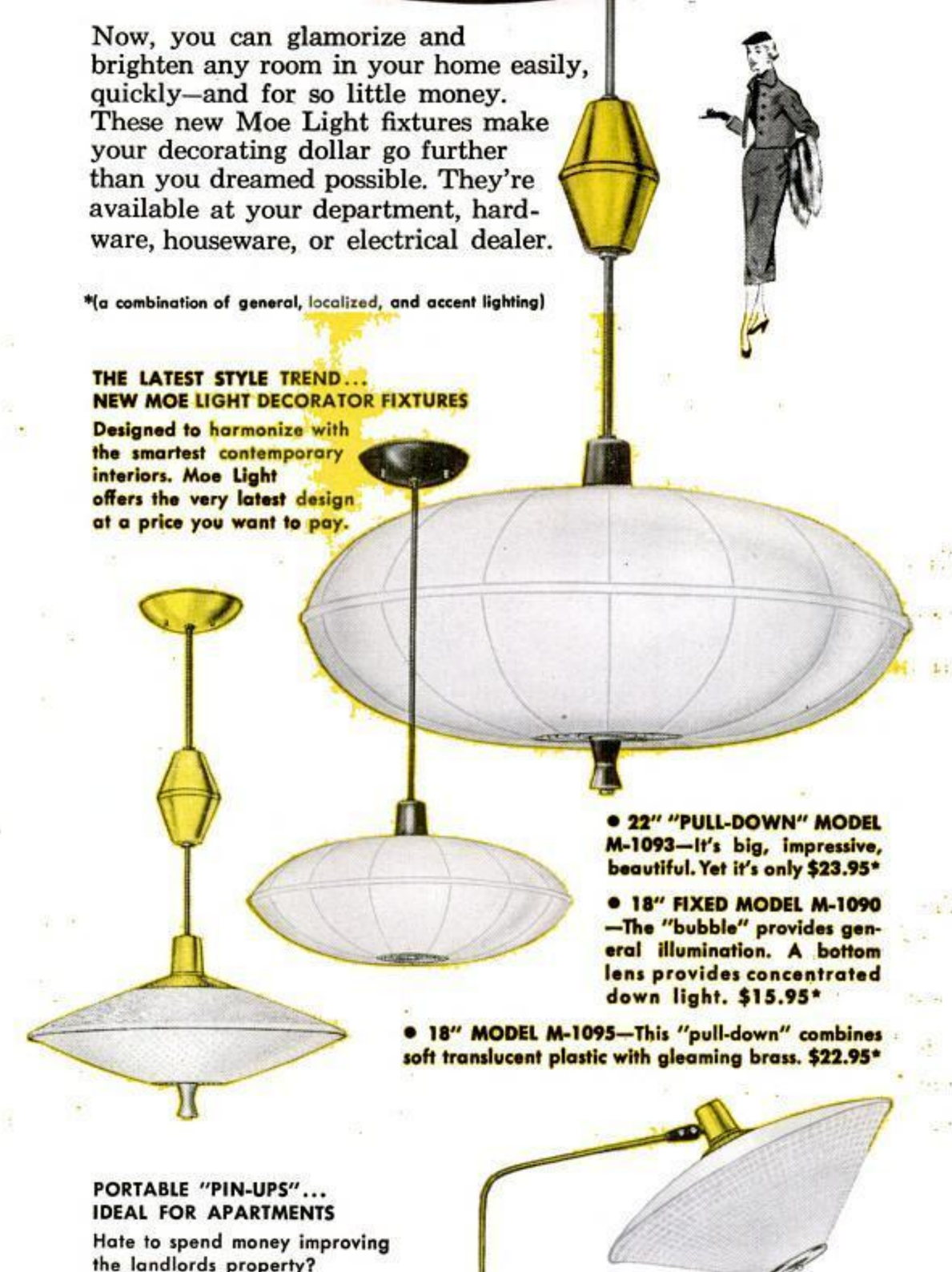
NEW LIGHT! NEW BEAUTY!

Achieve Inspiration-Lighting* **with these**

NEW LOW COST! MOE Light **FIXTURES!**

Now, you can glamorize and brighten any room in your home easily, quickly—and for so little money. These new Moe Light fixtures make your decorating dollar go further than you dreamed possible. They're available at your department, hardware, houseware, or electrical dealer.

*(a combination of general, localized, and accent lighting)



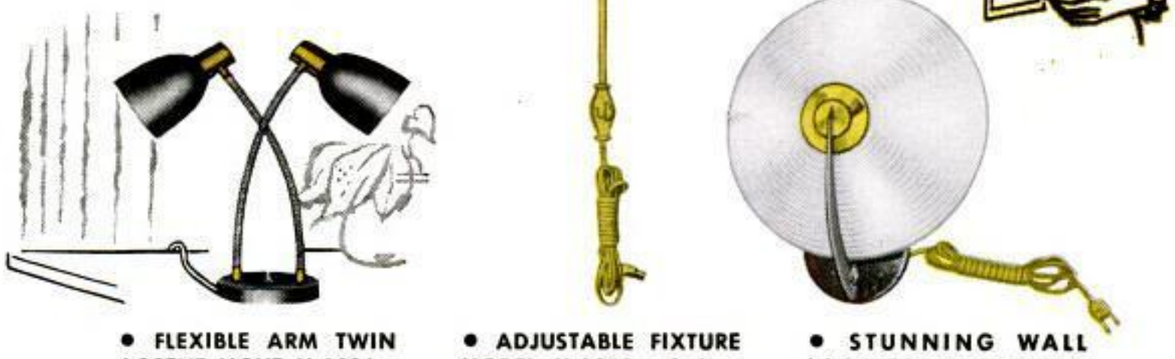
THE LATEST STYLE TREND... NEW MOE LIGHT DECORATOR FIXTURES

Designed to harmonize with the smartest contemporary interiors. Moe Light offers the very latest design at a price you want to pay.

- **22" "PULL-DOWN" MODEL M-1093—It's big, impressive, beautiful. Yet it's only $23.95***
- **18" FIXED MODEL M-1090—The "bubble" provides general illumination. A bottom lens provides concentrated down light. $15.95***
- **18" MODEL M-1095—This "pull-down" combines soft translucent plastic with gleaming brass. $22.95***

PORTABLE "PIN-UPS"... IDEAL FOR APARTMENTS

Hate to spend money improving the landlords property? Portable Moe Light fixtures solve your problem. Put 'em up or take them down easily. Compare these fixtures for style, beauty, value:



- **FLEXIBLE ARM TWIN ACCENT LIGHT M-1086—** You can pin it on the wall or stand it on a table. Three-way switch. **$11.95***
- **ADJUSTABLE FIXTURE MODEL M-1048** — Swings from side to side, adjusts up and down 10". White plastic shade. **$19.95***
- **STUNNING WALL LIGHTING MODEL M-1088—**Lends beauty to your wall, interest to the room. **$7.95***

*Prices slightly higher Denver and West.

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See the complete line . . . send for these folders.
The complete line of Moe Light Decorator and Portable Fixtures is shown in full color. Yours for only 10c. Send coupon today.

MOE LIGHT
FORT ATKINSON, WISCONSIN
(DIVISION OF THOMAS INDUSTRIES INC.)
Plants at Fort Atkinson and Sheboygan, Wisconsin; Princeton, Kentucky and Los Angeles, California
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Dept. LF-1115

Gentlemen, enclosed find 10¢. Please send me color folders showing the complete line of Moe Light Portable fixtures and Decorator fixtures.

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No more tears from "soap in the eyes"



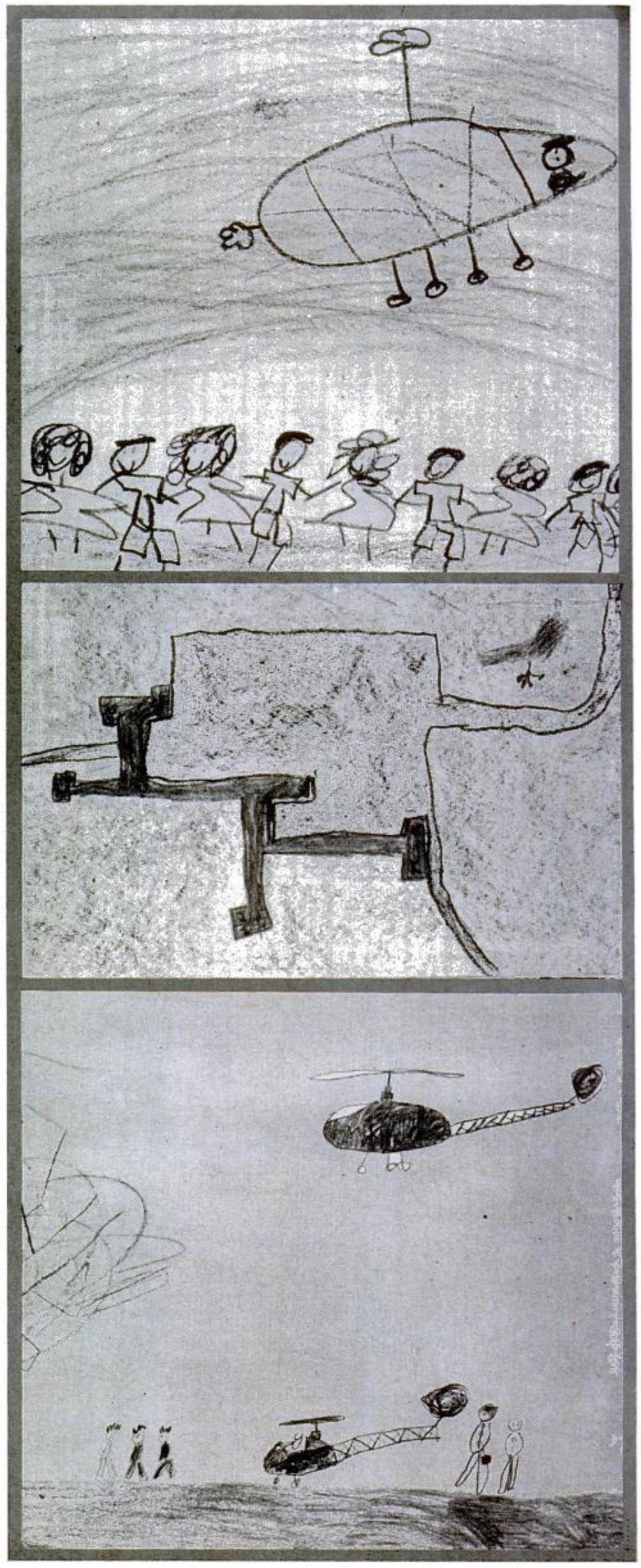
WON'T BURN
or **IRRITATE** eyes!

- Leaves hair shining, easy to comb
- Pure, gentle, safe

59¢

A VISIT IN A HELICOPTER

A LIFE photographer's helicopter visit to Heathcote to take the aerial picture that appears on page 73 turned into an extra treat for the pupils. As the craft prepared to land nearby, the school was given a recess to witness the descent. Then, back in class, second-graders drew their impressions, showing older pupils keeping other children back from danger (*top*), a boy's version of what photographer saw from the air (*middle*), and the photographer's helicopter safely aground while another passes overhead (*bottom*).



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DRIEST OF THE DRY. No mirage, but something very real, we present the *smart* martini, the Vodka Martini: *"The Martini with the Marvelous Taste."* It's sheer perfection . . . the driest, smoothest, most pleasing Dry Martini of them all.

The Recipe: Follow your usual procedure—make it any proportions you like—with one simple, but all-important difference: Use Smirnoff Vodka instead of gin.

it leaves you breathless...

Smirnoff®
THE GREATEST NAME IN VODKA

80 OR 100 PROOF. DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS. STE. PIERRE SMIRNOFF FLS. INC. HARTFORD, CONN.

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These two...and you...

LIBBY'S PUMPKIN



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for super Pumpkin Pie

. . . topped with REDDi WiP



For the smoothest, richest filling you ever baked in your life. Spiced just right, always perfect!

For pumpkin pie that's the "talk of the table," remember—Reddi-wip makes the wonderful difference!

JUST USE THIS PRIZED RECIPE . . . WITH THIS SPEEDY GLAMOUR TRICK!



The can't-fail recipe is on the back of every Libby Pumpkin label. It gives you the *perfect* proportions of sugar, eggs, spice and evaporated milk to use along with this *perfect* pumpkin for a filling that's mellow as a harvest moon. You just can't miss when you use this can't-fail recipe and smooth, delicious Libby's Pumpkin.



It'll be a custard-like filling because Libby's is made only from specially cultivated "pie pumpkins," and packed Libby's tried-and-sure way to give you velvety-rich filling every time. *Never* a "dry" pie or a "runny" filling with Libby's. Libby's comes in 1-pie and 2-pie sizes. Always make *sure* to get the cans marked Libby's.



It's quick, it's easy, it's glamorous. Here's the magic trick that is the success secret of some of the "smartest gals you know." So take our tip and make your pumpkin pie SENSATIONAL with Reddi-wip...fresh, real cream that whips itself at a touch of your finger. Make this the most successful pumpkin pie season of your life!



Always keep Reddi-wip handy in your refrigerator—ready to make every dessert an extra-special delicious treat, ready to give instant glory to pies and cakes, puddings, salads, gelatin desserts. Yet Reddi-wip costs less than 2¢ per serving! Remember for every dessert Reddi-wip makes the delicious difference.

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Only the Sunbeam

REG. U. S. PAT. OFF.

toasts with RADIANT CONTROL

See Sunbeam appliances on these great NBC-TV shows: Sunday Night Color Spectaculars, "Ethel & Albert" every week, and HOME, the daytime "Magazine of Television." Consult your local TV schedule.



that gives you the same
UNIFORM TOAST
whether bread is frozen
or fresh, rye or white,
thick or thin

Sunbeam RADIANT CONTROL makes it possible to take frozen bread directly from the home freezer, or at room temperature directly from the breadbox, and *get the same uniform results every time.* If the bread is frozen it stays down until it is thawed out and toasted to perfection, and only then silently comes up *automatically.* If the bread is from the breadbox Sunbeam RADIANT CONTROL *knows it,* and toasts it a shorter time *automatically.*



Automatic Beyond Belief!

ALL YOU DO IS DROP IN THE BREAD . . . Bread lowers itself automatically, no levers to push...Toast raises itself silently, without popping or banging.

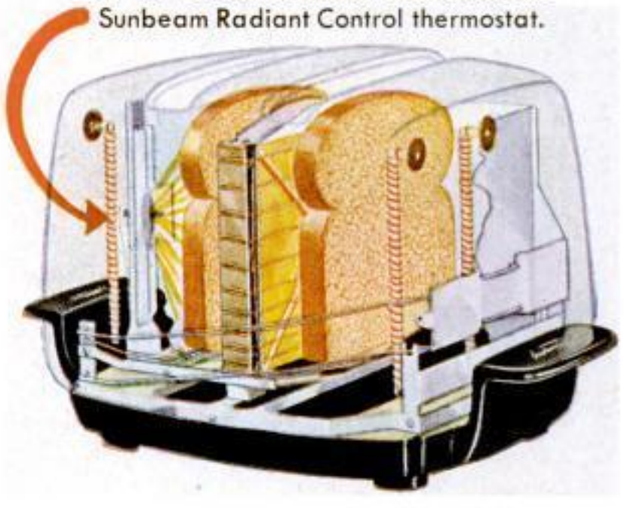


No Levers to Push

ONLY the Sunbeam gives you RADIANT CONTROL that "adjusts itself" *automatically* to every kind of bread, rye or white, moist or dry. You can take slices directly from the home-freezer and Sunbeam RADIANT CONTROL will toast them a little longer than if they are from the breadbox. You can even reheat a piece of toast without burning. If the slices are thin it toasts them quicker than thicker slices. Get the toaster that gives you COMPLETELY AUTOMATIC operation and in addition RADIANT CONTROL that regulates the *toasting automatically,* depending on the bread. Ask your dealer to demonstrate the new Sunbeam Toaster.

Only Sunbeam has patented RADIANT CONTROL

The heat radiated from the surface of the bread actuates the exclusive Sunbeam Radiant Control thermostat.



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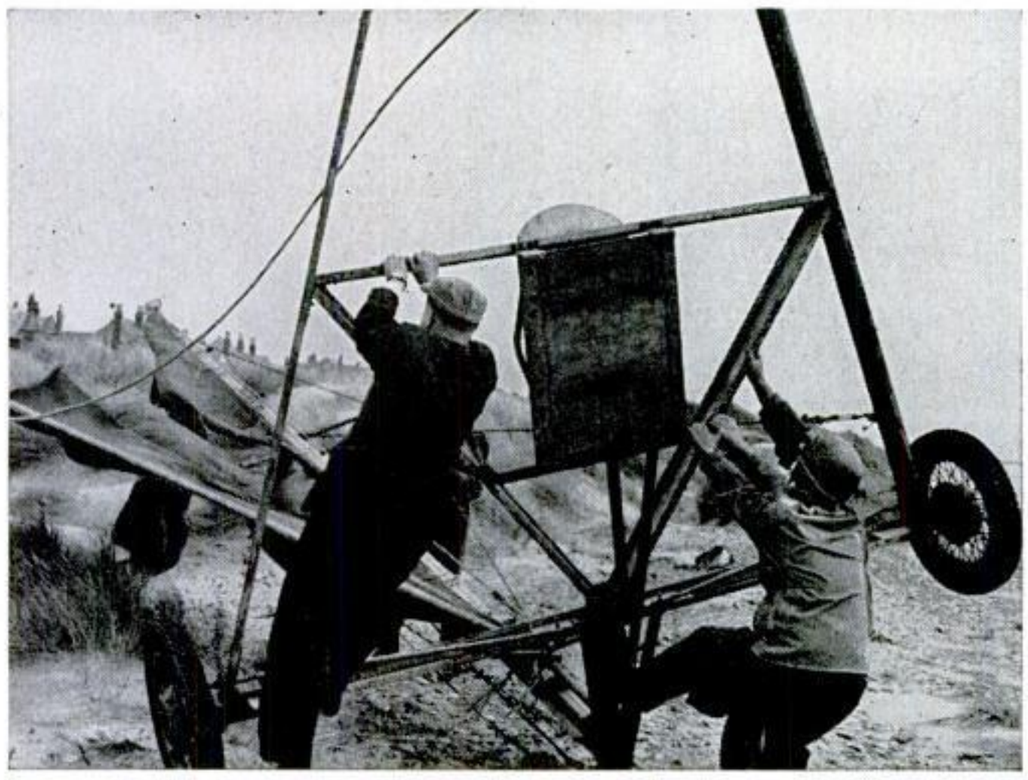
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SPORTS

GUSTY PARADISE FOR SAND SAILORS

Wheeled yachts race on a beach at Lancashire



FLIPPING OVER in sudden gust of wind, yacht tips despite efforts of skipper hanging on to rope.

BEING RIGHTED, the craft is pulled over. This is a standard sand boat, of 250-pound Bermuda class.

SCOOTING along after accident, the skipper and crewman (*below*) manage to keep yacht right side up.

Sand sailing—scudding the length of a hard-packed beach in a low-slung, rubber-tired craft—is practiced on various beaches around the world. But the best spot of all is Lytham St. Annes on the Lancashire coast of England. There over the past four years the members of the Fylde International Sand Yacht Club have found a sand sailor's paradise. The vast sandhill-bordered expanse of beach is a mile wide when the tide is out. The shore is always fanned by a steady, forceful northwesterly breeze coming in from the Irish Sea.

At Lytham St. Annes, the triangular-shaped, steel-framed craft can rush down the beach, picking up speed as they go, then make a sudden whiplash turn at the end without slowing down. Sometimes, with the gusts, they capsize but when the going is good the sand sailors can get up to 40 mph—much faster, they like to point out, than any seagoing sailor can ever go.



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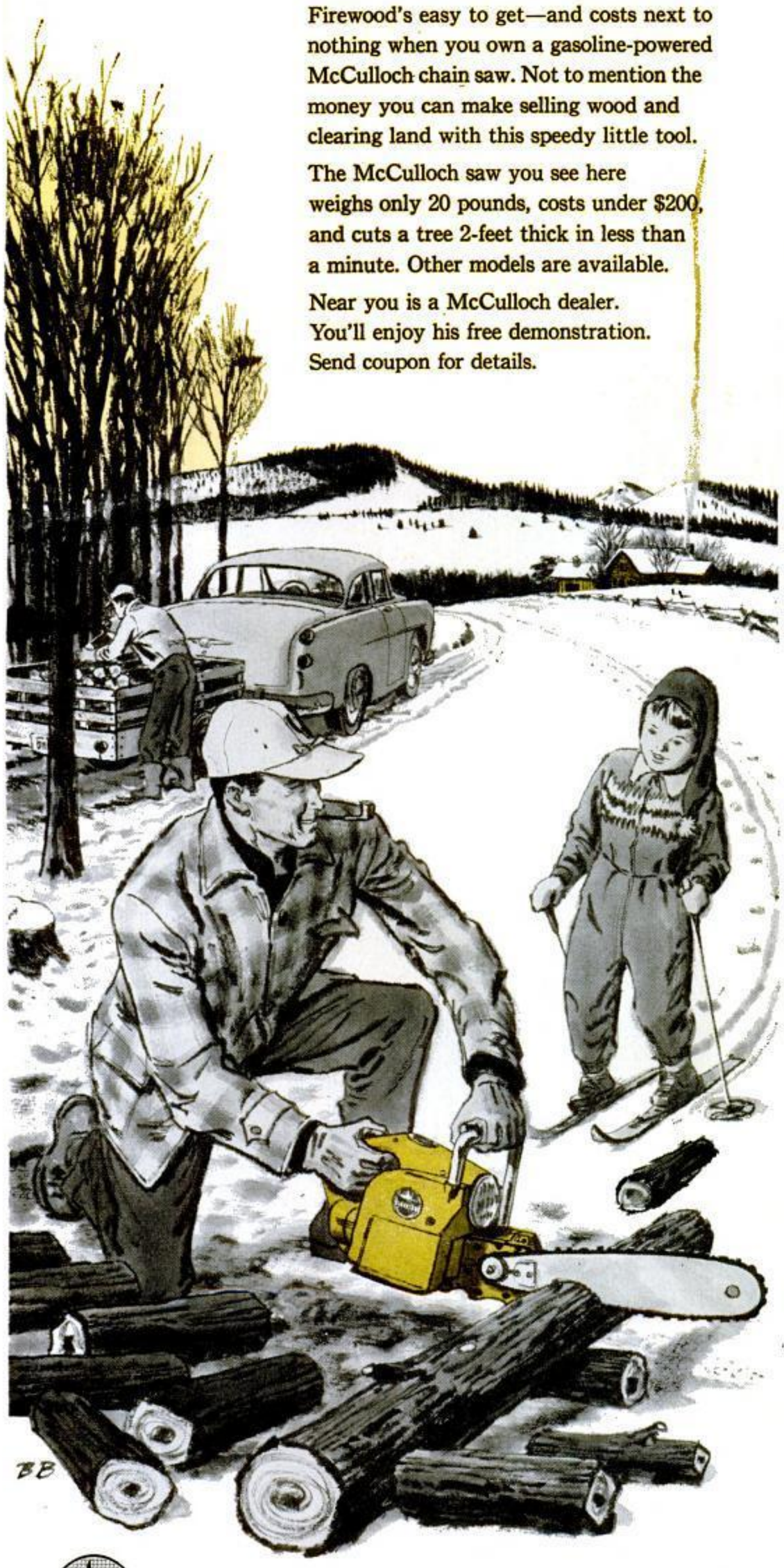
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keep the home fires burning!

Firewood's easy to get—and costs next to nothing when you own a gasoline-powered McCulloch chain saw. Not to mention the money you can make selling wood and clearing land with this speedy little tool.

The McCulloch saw you see here weighs only 20 pounds, costs under $200, and cuts a tree 2-feet thick in less than a minute. Other models are available.

Near you is a McCulloch dealer. You'll enjoy his free demonstration. Send coupon for details.



McCULLOCH

McCulloch Motors Corporation, Los Angeles 45, Calif • World's largest chain saw builder



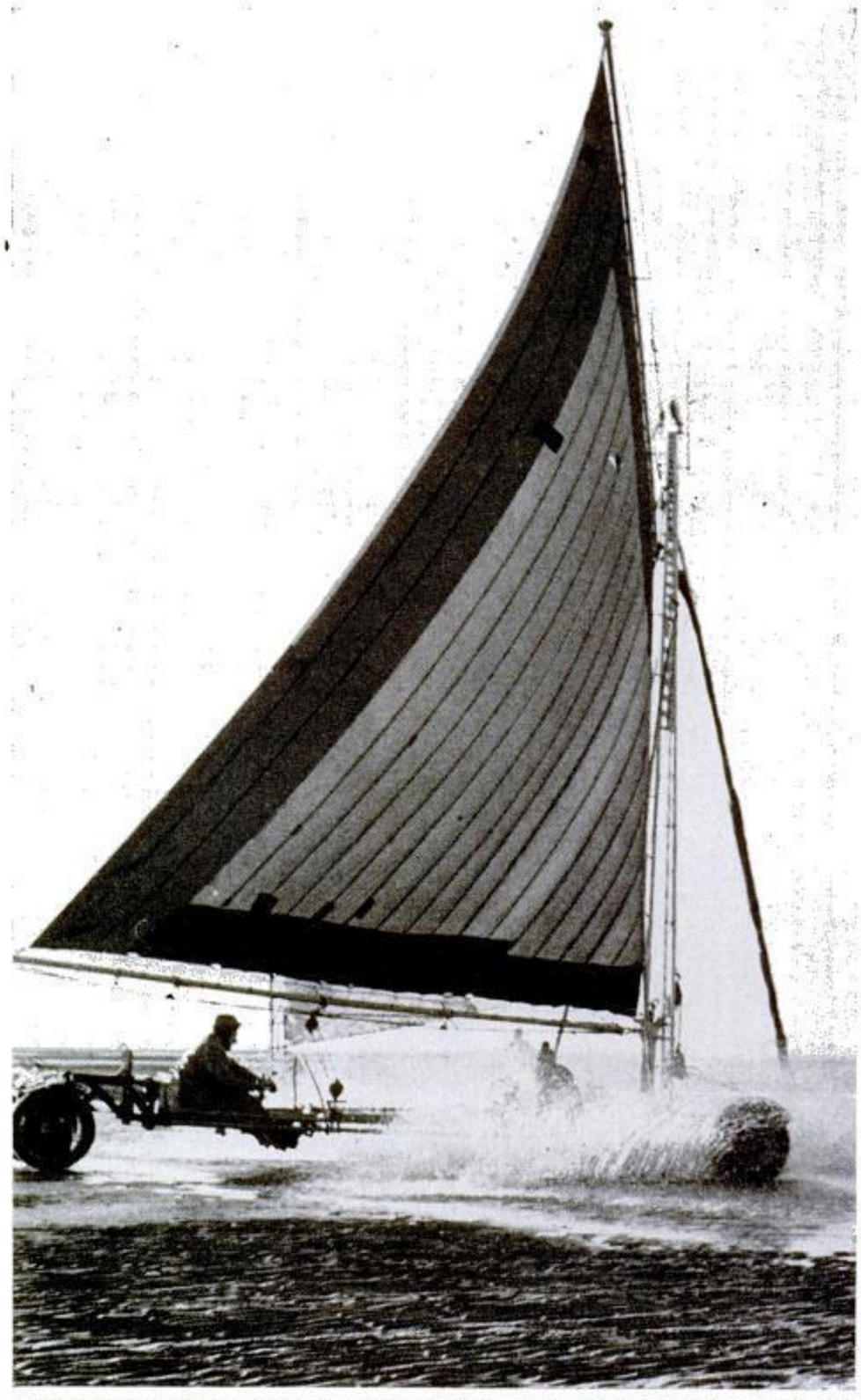
McCulloch Motors Corporation
6107 W. Century Blvd., Los Angeles 45, Calif.

Send items checked and details on your free demonstration:
☐ Free literature on 20-lb power saw. ☐ Free literature on larger power saws. ☐ 36-page woodcutting manual (10c enclosed).

NAME_____

ADDRESS_____

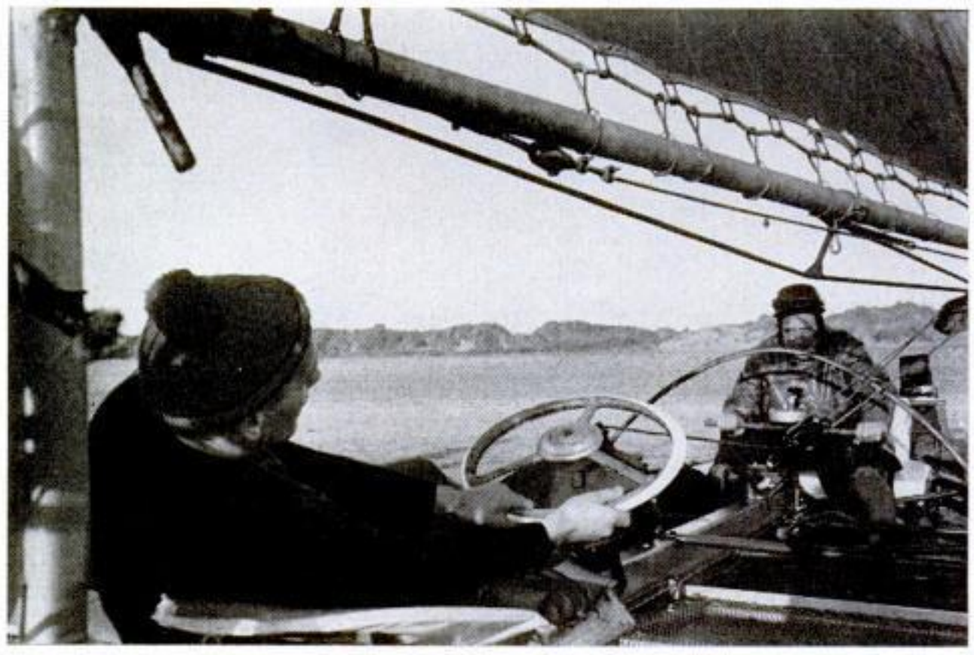
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GETTING WET, skipper Denning and crewman speed through puddle left by outgoing tide. At this point *Coronation Year Mark II* was hitting 42 mph.

FASTEST YET STILL TOO SLOW

Skippering his *Coronation Year Mark II* (*above*), the largest and most expensive sand yacht ever built, 47-year-old Richard Denning, a retired structural engineer, has bettered 50 mph, faster than any known record for sand yachts. Built in Denning's own private shop, the craft cost $3,000, has a 28-foot triangular-shaped deck on a tubular steel frame, a 20-foot steel mast. Despite *Mark II*'s fabulous speed, Denning is already looking forward to *Mark III*. "This one may touch 75," he says, "but I know I can do 100 in the one I'm going to build."

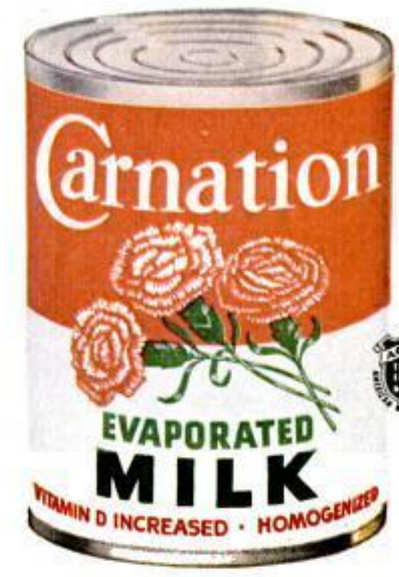


HANDLING "MARK II," helmsman Denning steers the big yacht at T-bar tiller in the stern while crewman, facing the rear, adjusts the sail with winch.

CONTINUED ON PAGE 87

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Discover how much smoother any Pumpkin Pie can be...made with BETTER BLENDING CARNATION



"from Contented Cows"

No other form of milk has the special blending qualities of Carnation that make pumpkin pie *really* smooth. In your own favorite recipe or the one below, to be *sure* of smoothness be sure to use *Carnation.*

TRY CARNATION'S OWN FAMOUS PUMPKIN PIE RECIPE

(Makes 9-inch single crust pie)

1 cup granulated sugar
½ teaspoon salt
1 ½ teaspoons cinnamon
½ teaspoon nutmeg
½ teaspoon ginger
½ teaspoon allspice
½ teaspoon cloves
1 ½ cups canned pumpkin
1 ⅔ cups (large can) *undiluted* CARNATION EVAPORATED MILK
2 eggs
9-inch single crust unbaked pie shell



Mix filling ingredients until smooth. Place in unbaked pie shell. Bake in hot oven (425°F.) 15 minutes.



Lower temperature to moderate (350°F.) and continue baking about 35 minutes or until custard is firm.

For a better cup of coffee, too, "cream" it with
THE MILK THAT WHIPS!

FREE! Mary Blake's new booklet, "Perfect Pies." 18 delightfully different recipes. For your copy, write to Mary Blake, Carnation Co., Dept. LM-114, Los Angeles 36, California.

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Just as AUNT JEMIMA did—

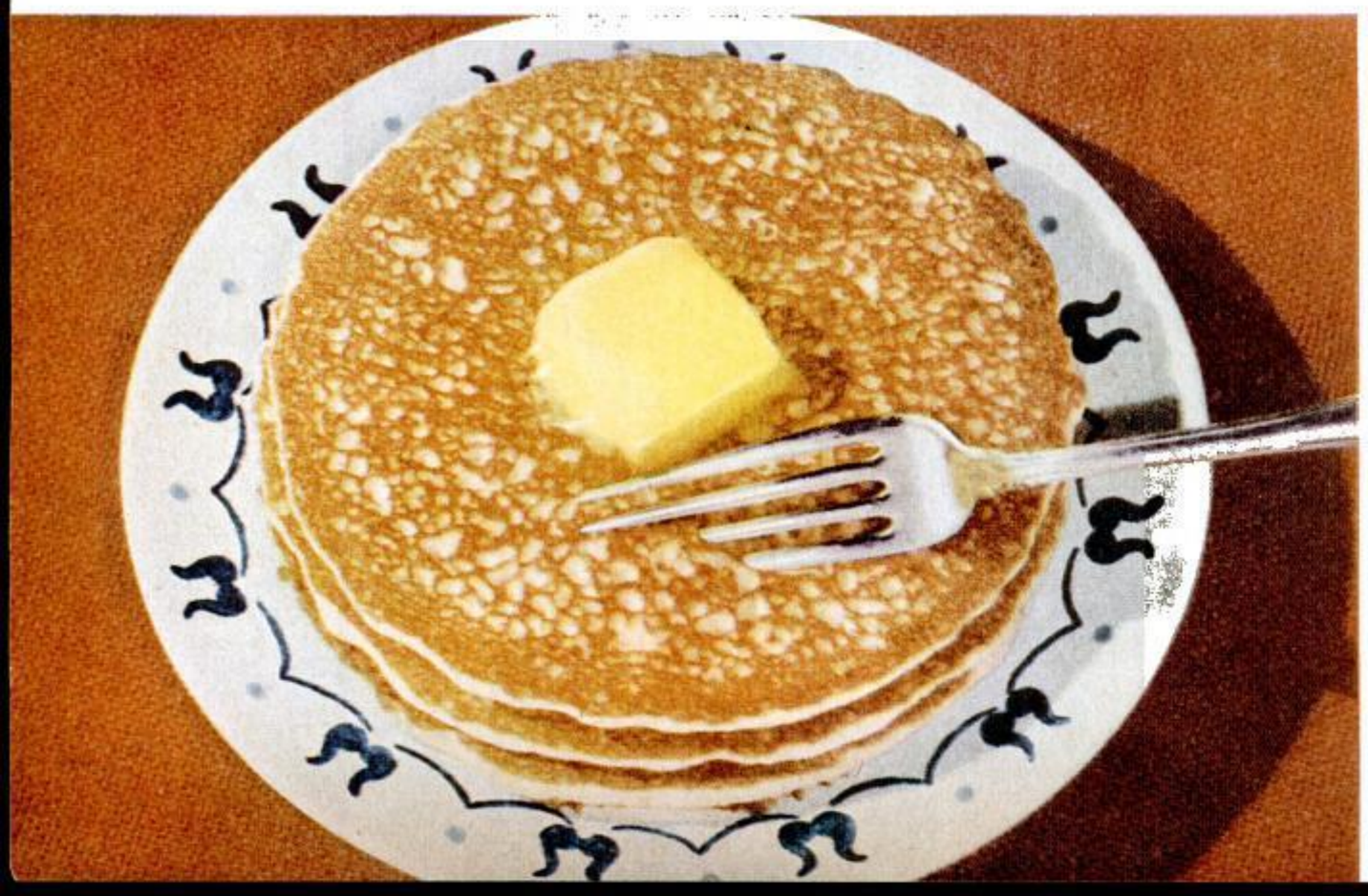
for real Buttermilk Pancakes pour it in fresh!



Aunt Jemima Legend

The day after churning butter, Aunt Jemima always made a special pancake treat. She used the fresh, golden flecked buttermilk (kept cool in a big crock in the well house) in her famous pancake recipe. Aunt Jemima Buttermilk Pancakes! Eating them was sheer bliss.

...so easy today with Aunt Jemima Pancake Mix and FRESH buttermilk



BUTTERMILK PANCAKES AUNT JEMIMA STYLE

There's only one way to get the real old-fashioned fresh-churned buttermilk taste and tenderness of buttermilk pancakes . . . add *fresh* buttermilk yourself. Add it to Aunt Jemima Pancake Mix in this quick and easy recipe. Result—blissful eating enjoyment hard to equal.

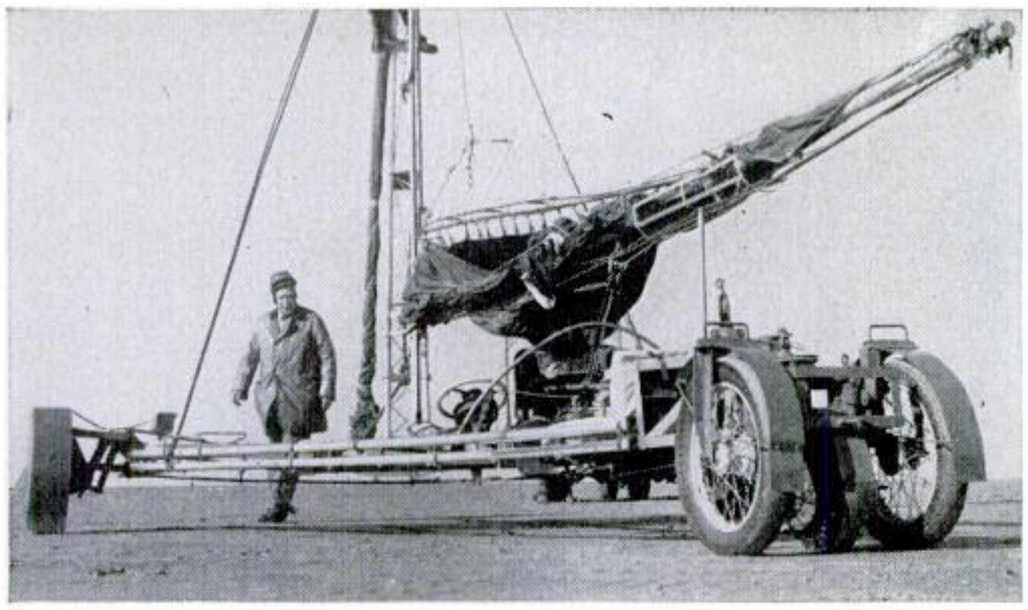
½ tsp. soda — **1 egg**
2¼ cups buttermilk — **2 tbsp. melted shortening**
2 cups Aunt Jemima Pancake Mix

Dissolve soda in buttermilk; add with unbeaten egg and shortening to Aunt Jemima Pancake Mix, stirring lightly. (Do not stir out small lumps.) Bake the regular way. *For thinner pancakes, add about one-fourth cup more buttermilk.*

the matchless **4-flour flavor**

of Aunt Jemima Pancakes takes on special eating charm when you make 'em with FRESH buttermilk

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AT THE STERN chassis of Denning's yacht is mounted on three motorcycle wheels. It rides on the center wheel. The other two are there to steady it.



UP THE MAST of *Mark II*, crewman Harry Young works on rigging while Denning, in his crash helmet and waterproof jacket, waits to start day's run.



ON THE BEACH three of Fylde International Sand Yacht Club's fleet assemble. Club has 65 members and four yachts, and three more are being built.

AUTO-LITE

gives you

Smooth engine performance
Fast pick-up
Quick starts

. . . twice as long!



THE FIRST SPARK PLUG BUILT FOR TODAY'S HIGH COMPRESSION ENGINES

Every spark is divided into two parts: 1) the advance portion which is most effective in igniting the fuel mixture (shown in solid red) and 2) the less effective "tail end" that damages by burning away spark plug electrodes (shown above in broken red).

The Auto-Lite Resistor cuts off most of the less effective portion of the spark but allows all of the most effective portion to pass through to make possible smooth engine performance, fast pick-up and quick starts twice as long.

To give top performance in today's high compression engines, car makers recommend wider spark plug gap settings.

The new Auto-Lite Resistor Spark Plug maintains proper spark gap twice as long, allows your car to operate at peak efficiency at lowest possible cost.

When your serviceman suggests new spark plugs, replace your worn plugs with Auto-Lite Resistor Spark Plugs and benefit from these money saving advantages.

One of the complete line of Spark Plugs for cars, trucks, tractors, planes and boats.

AUTO-LITE

Manufacturers of SPARK PLUGS, BATTERIES, SEALED BEAM UNITS, WIRE & CABLE, ELECTRICAL SYSTEMS

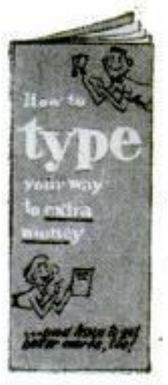
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For only $79.50 give a Royal portable

the gift of a lifetime for a lifetime





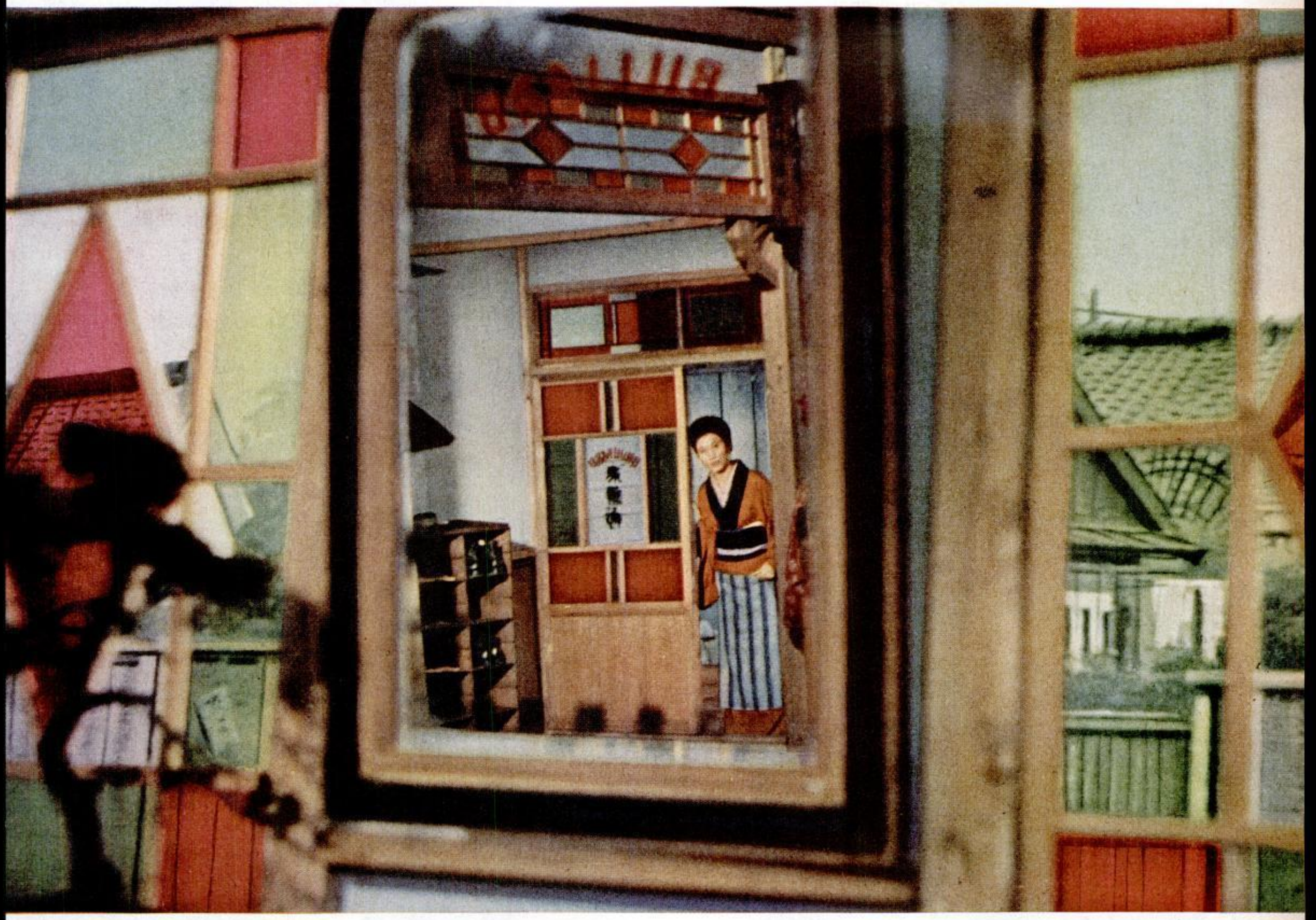
Royal offers you 3 full-sized models, starting at $79.50. All can be purchased for only $9.95 down. 18 months to pay. Liberal trade-in allowances on old machines. Get better marks in school. Earn extra money for spending or for college. Ask about free booklet,* How to Type Your Way to Extra Money, *at your Royal Portable dealer's.*

**Plus applicable taxes*

Give a rugged ROYAL® portable

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Exquisite New Films from Japan



Fleeting moment in *Golden Demon*, creates a rare composition of windows and mirrored interior. As much attention to color and style is lavished on small scenes as on important ones.

Its industry comes of age with movies of superb style and beauty

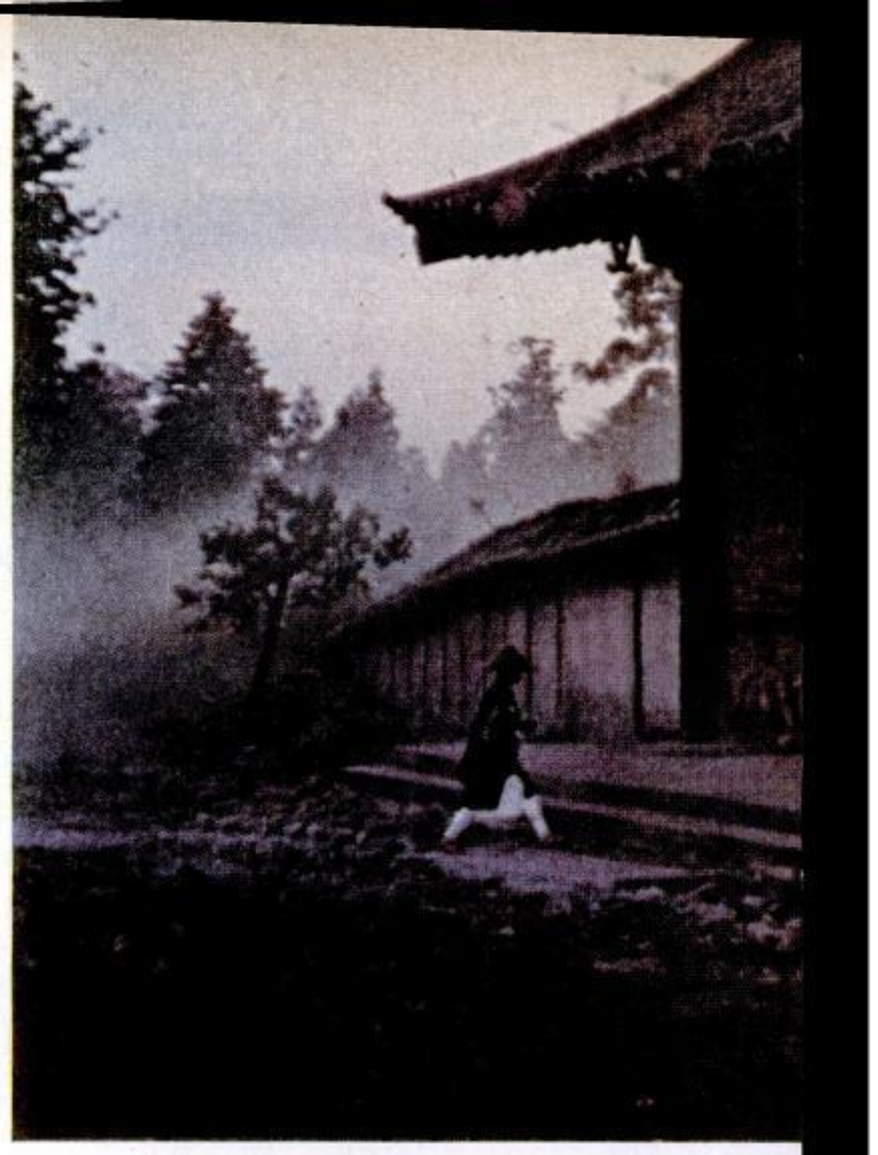
The Japanese movie industry, which startled the film world in 1951 with the prize-winning *Rashomon* (LIFE, Jan. 21, 1952), is releasing a half dozen new features in the U.S. to show that *Rashomon* was no beginner's fluke. Two astonishingly beautiful ones, in color, head the list—*Gate of Hell* and *Golden Demon*. Almost quaintly moralistic in story, the films will find an admiring but limited U.S. audience. Like productions of prewar France and postwar Italy, however, they will have a profound effect on the technique of Hollywood producers, who will find much to learn and to follow in the Japanese films' unsurpassed use of color and their clear, delicately composed pictorial images.

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An ancient-tale of love and woe

Before shooting *Gate of Hell* (*Jigokumon*) Japanese producers, who had previously been discouraged by their mediocre attempts at color filming, sent several experts to the U.S. for special instructions at Eastman's Rochester laboratories. The men learned their lessons well. *Gate of Hell*, first of Japan's two new color releases, will delight American viewers for the fragile qualities of its hues and the crisp, carefully framed composition of scene after stunning scene. Elaborately staged by the Daiei Studios, *Jigokumon* is a primitive, stylized tragedy of passion in which an intensely loyal medieval nobleman's wife sacrifices herself rather than yield to an importunate brute. The moral, "force cannot conquer love," is stated with simple, almost childlike naivete. But there is nothing childish about the skillful artistry with which the story is told.



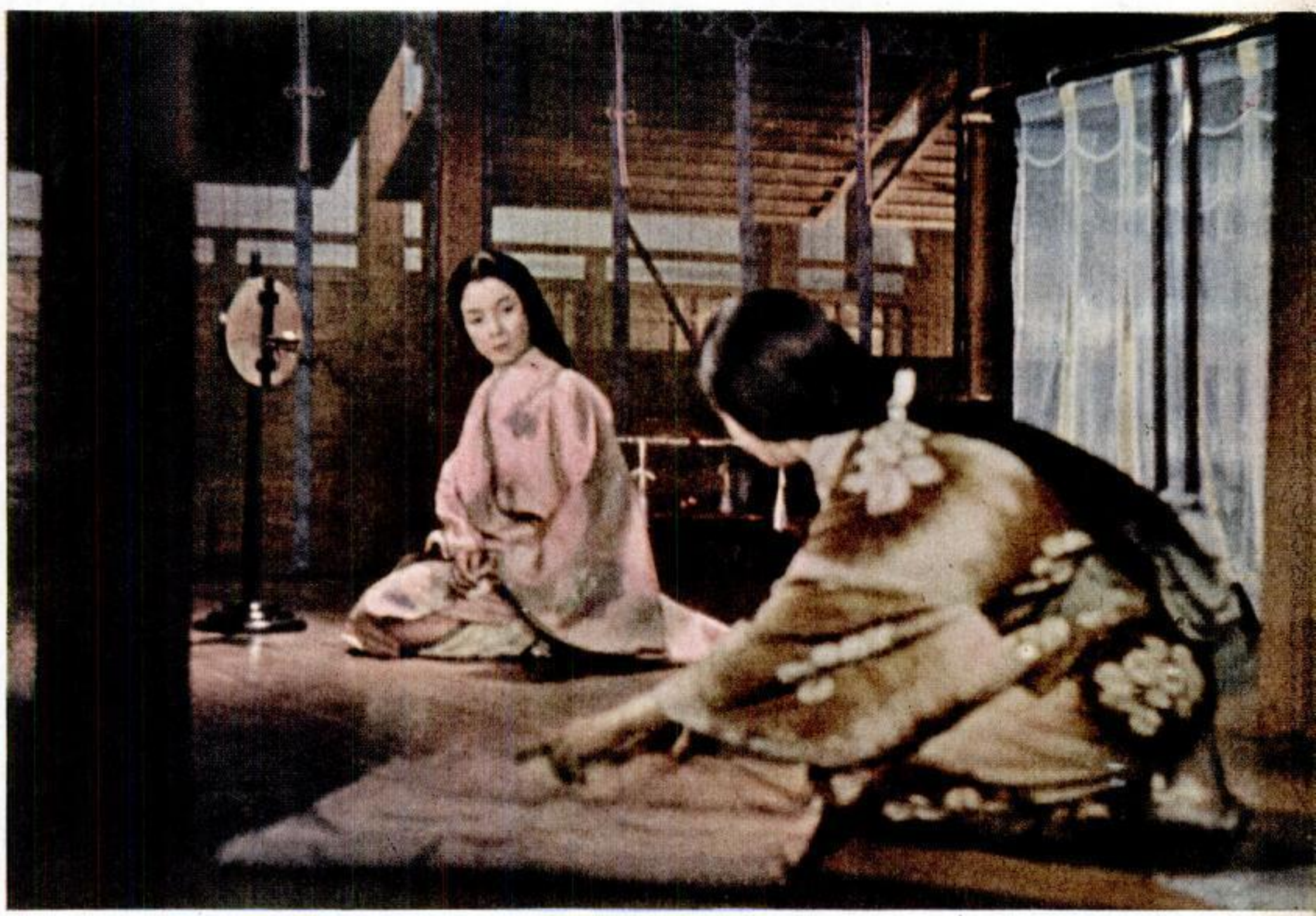
A painted screen, masking Japanese Star Machiko Kyo at outset of *Gate of Hell*, sets an archaic note which the film maintains.



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Temple gate in ancient Kyoto, the "Gate of Hell," is shown at film's opening and closing to symbolize man's redemption from sin.



Stylized symmetry of a Japanese room, as simple in the 1160 A.D. setting of film as it is today, frames loyal wife and her maid.



Icy blue of moonlight emphasizes brutal passion of an evil court warrior as he steals into his rival's house to kill him.

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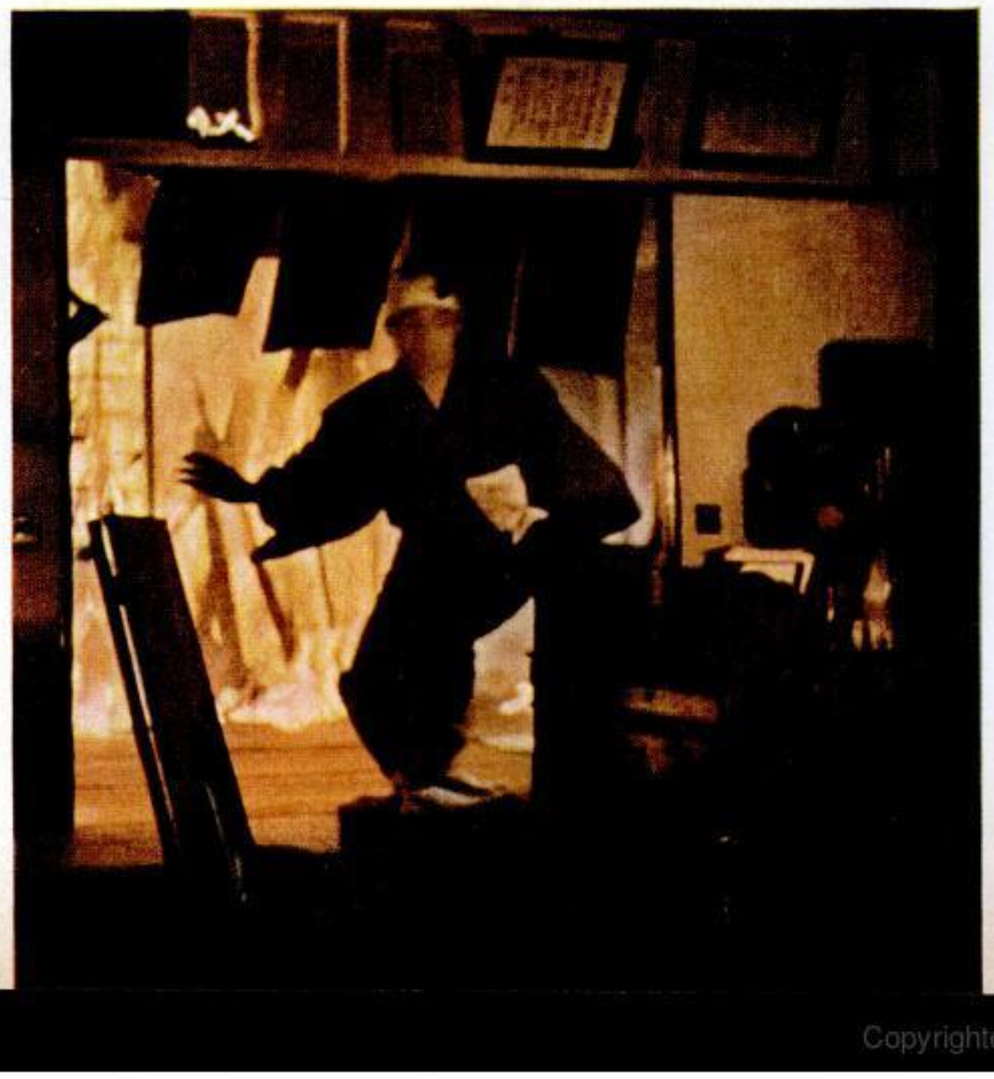
Miya, 19th Century heroine, flirts with fiance Kanichi, a young student she deserts for millionaire at parents' behest.

Japanese 'Romeo and Juliet'

Golden Demon (*Konjiki Yasha*), directed by Koji Shima and based on a modern Japanese classic written 50 years ago by Novelist Ozaki Koyo, is unusual for its Western pace and its realistic acting. In spite of its occasional odd, unfamiliar sound effects and eerie, exotic scenes, it will probably be more acceptable to American audiences than its more stylized predecessors. Pictorially it is even more successful than *Gate of Hell*. Its story, a sort of modern Oriental *Romeo and Juliet*, tells of two unhappy lovers forced to separate by one of their parents' greed for money—the "golden demon." But the "demon" is finally exorcised and, unlike Shakespeare's pair, these lovers are happily united at the end.



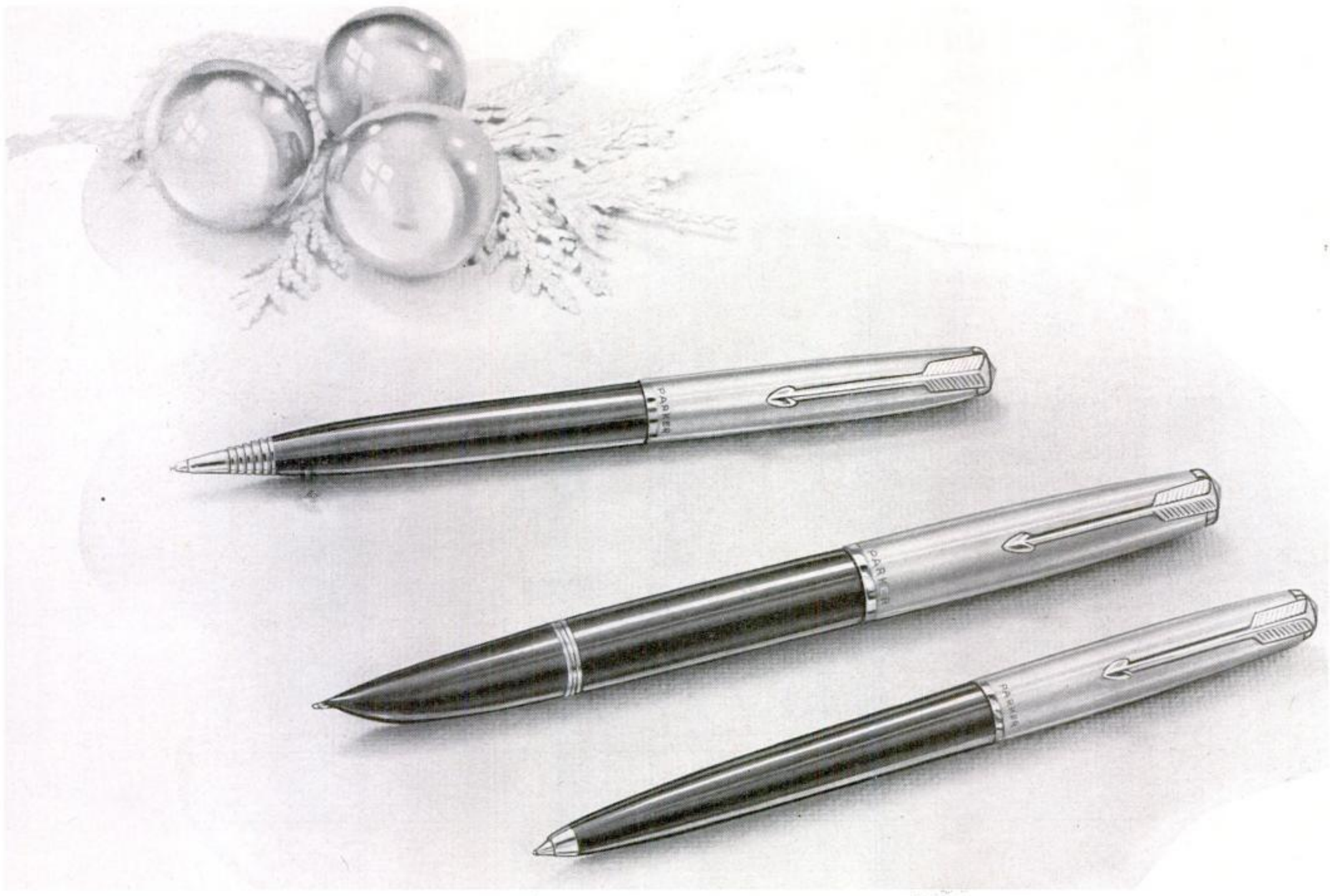
Suicide of Miya when her jilted lover refuses forgiveness is thwarted by the distraught and finally repentant Kanichi.



Fire wipes out worldly goods of Kanichi who, after losing his girl to rich man, has turned into a heartless money lender.

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One of these is Parker's newest



...and just in time for Christmas

Look closely. The *brand new* Parker "51" we're talking about is the pen nearest to you in this picture. It's Parker's new "51" Jotter.

Outside, as well as inside, this new "51" Jotter is as different from the ordinary expendable ball point as all Parker 51's are. For one thing, its barrel is one great big ink reservoir, with capacity enough to write 393,000 words. For another, you can choose between four point sizes: extra fine, fine, medium, broad. And it's precision made—Parker "51" quality throughout.

Note, too, it has no telltale ball point button! Its entire cap provides the propel-repel action. No danger of accidentally exposing the point of this pen when you put it away in your pocket.

If you've been critical of ball writers (and who hasn't?) and the way they've worked (or *not* worked!), try one of these wonderful "51" Jotters soon. Only $5.00 for the Lustraloy capped "51" Jotter; $8.75 for the model with gold-filled cap. Both are as luxurious in appearance and finish as the new model Electro-Polished Parker "51"—the smoothest writing fountain pen ever made (shown above with its matching pencil). *Warning:* If you try a Jotter, you won't walk out of the store without one. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.

P.S. Other new Parker Jotters *from* *$2.95.*

Parker "51" Jotter

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ONLY

NESTLÉ'S Quik!

MAKES

CHOCOLATE MILK



SO QUICK!

No beating, no shaking,
just add 2 heaping teaspoons.



SO CHOCOLATY!

Specially made to *add to cold milk.* Stays chocolaty all the way down!



SO DELICIOUS!

Nestlé's and only Nestlé's gives you that true, rich chocolate flavor—that delicious chocolate-bar smoothness.



Kids and grown-ups drink more milk when you make Nestlé's Quik-Me-Ups.

Get Quik Today!

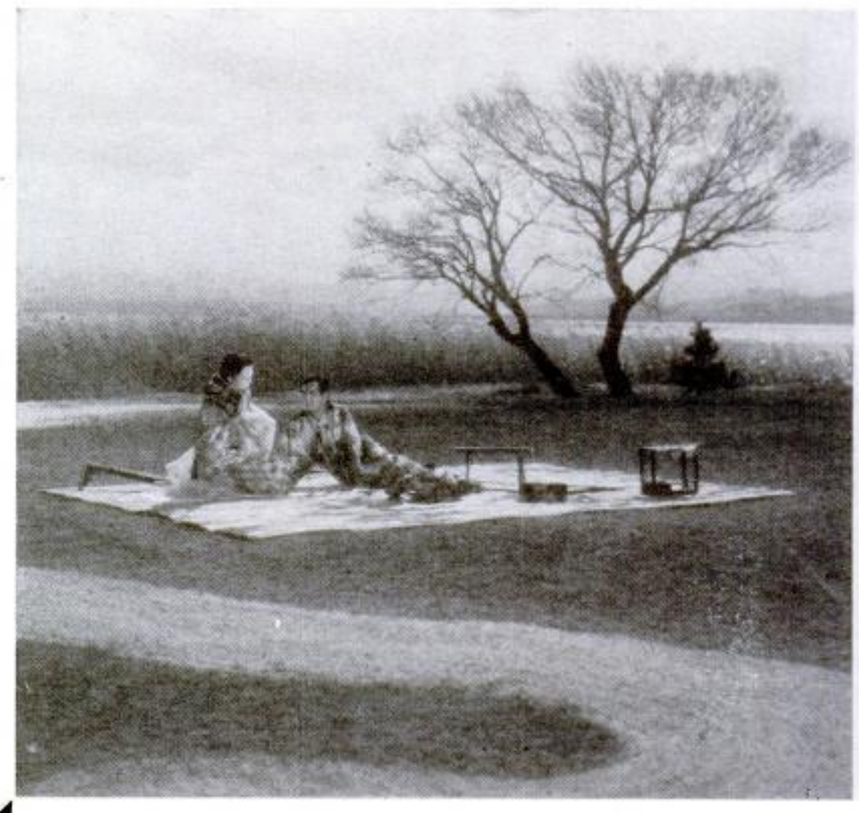


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Parable of ambition and greed

Although *Ugetsu*, a third film, is in black and white, it more than makes up in dramatic achievement what it lacks in the startling colors of the other two. Produced, acted and photographed by the same gifted team that did *Rashomon*, it is the weird, violent tale of two poor 16th Century villagers, eaten by ambition and greed, who satisfy their lust only to find tragedy and bitterness. It could easily be taken for a modern parable of wartime Japan.

Ugetsu, *Gate of Hell* and *Golden Demon* are "quality" films, all produced by one studio, Daiei. Most of the rest of Japan's huge annual production of over 300 features, second only in number to Hollywood, are Oriental musicals, domestic dramas and sword-swingers—samurai horse-operas—unsuitable for release overseas. By keeping their inferior pictures from glutting the foreign market and sending out only their best product, optimistic producers hope to gross $5 million a year in the U.S. alone by 1956.



Idyllic lakeside is setting for hopeless romance between a poor man longing for gold and a ghostly princess longing for love.



Villager's neighbor, a poor farmer ambitious for military fame, gives war lord head of a nobleman he had found wounded.

CONTINUED ON PAGE 97

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Thanks, Jim, for telling me about this NEW TEXACO Sky Chief... it's terrific!

Thank you for trying it—I knew you'd be back for more!



YOU'LL FEEL THE DIFFERENCE, TOO . . .

in NEW TOP OCTANE *Sky Chief* super-charged with PETROX!

HERE'S WHY: *Sky Chief*—and *only* *Sky Chief*—contains PETROX. Unlike other gasoline additives, PETROX is made entirely from *petroleum*. That's why it leaves no harmful deposits in your engine.

PETROX prevents critical combustion chamber deposits that let power leak out. Result: you get *all* the power your engine can deliver *plus* far better gasoline mileage. And PETROX cuts engine wear by leaving a fine protective film on engine parts.

PROOF: on a million-mile test, in cars using new Sky Chief, intake system deposits were reduced by over ⅓ . . . exhaust valve life more than doubled . . . spark plug life tripled!

Next time, fill 'er up with new top octane Sky Chief. It's the only premium gasoline 100% *Climate-Controlled* in all 48 states. See your Texaco Dealer, *the best friend your car has ever had.*

TEXACO DEALERS
in all 48 states

Texaco Products are also distributed in Canada and Latin America

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THE TEXAS COMPANY

TUNE IN . . . TEXACO STAR THEATER Starring DONALD O'CONNOR or JIMMY DURANTE on television . . . Saturday nights, NBC.

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Keep Moisture **OUT** of Domino Confectioners xxxx so it <u>stays</u> Fluffy-Light!



This Amazing New Moisture-Control Liner Prevents Hard, Lumpy Caked-Up Sugars!

Extra-easy to open and close with new Tuck-In Flap!

Ask your grocer for

Domino

LIGHT BROWN
OLD FASHIONED BROWN
CONFECTIONERS XXXX

Another <u>First</u> For *Domino*
America's Largest Selling Sugars

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Films from Japan CONTINUED



With his military glory gained by the gift, farmer (*left*) is appalled to find wife working in brothel he visits with his men.



Wife of money-hungry villager is killed by marauding bandits while her husband is wooing the ghostly princess. Awakening from his mysterious romance, her husband is arrested for robbery, beaten by soldiers (*below*) and sent away penniless.



America's fastest growing favorites in vacuum cleaners!

Rated **No. 1 Best Buy!**

by nation's leading independent authorities!

They say, "You get more in Eureka—but you pay less!" You get more efficient cleaning, handier tools and attachments, more convenience, lighter weight and quieter operation—yet you pay $10, $20, even $30 less than comparable cleaners rated less efficient, less convenient. Most Eureka dealers gladly offer 10-DAY HOME TRIAL with money-back guarantee. Learn the inviting details—at your nearest Eureka dealer at once.

New! Miracle Cleaning Tool for Shag Rugs. Clips instantly to rug nozzle—lifts and cleans every strand, whisks up deep down dirt from cotton shag rugs without pulling or sliding! Optional, $1.00.

You get lots MORE! (16 Wonderful Features)

EASY ACTION SWIVEL-TOP

Cleans all over from 1 position

Amazing "3-D" RUG NOZZLE
Full "3-D" power all around—front, rear AND both ends of nozzle.

Exclusive ATTACH-O-MATIC Clip-on Tools
Ends carrying and storage problems!

NO DUST BAG TO EMPTY —of course!

Easy Roll ROTO-DOLLY
Optional at small extra cost!

Guaranteed by Good Housekeeping

You pay lots LESS! (You save $20 to $30!)

Still only **$69.95** EUREKA Roto-Matic Swivel-Top Cleaner

Complete with 8-piece set of deluxe attachments

For those who prefer the upright type of cleaner.

The EUREKA *Automatic* with Motor-Driven Disturbulator

Rolls smoothly on large wheels. Only 6" high, goes easily under low furniture.

SPECIAL TRADE-IN OFFER

Regularly $89.95
Save $20

$69.95 and your old cleaner

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INDUSTRY

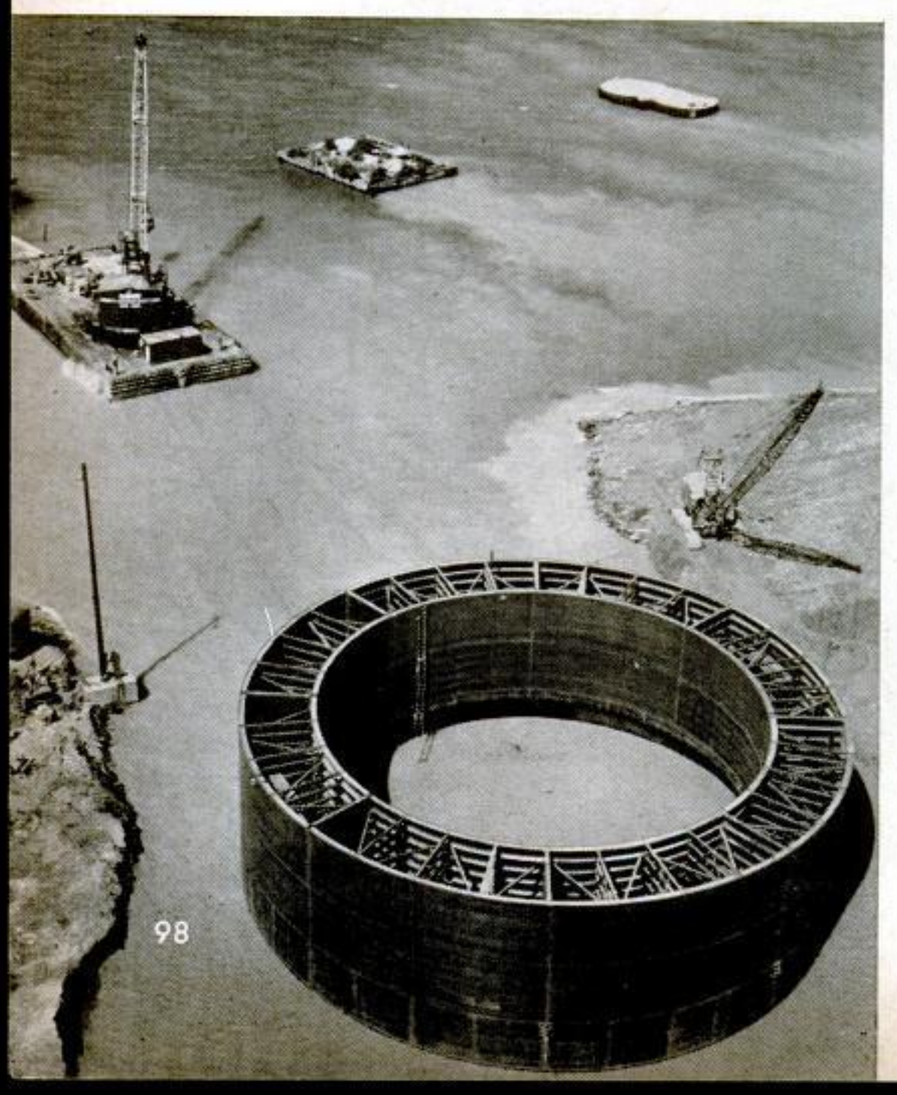
COOKIE CUTTER AFLOAT

Engineers launch huge caissons for the Mackinac Straits Bridge

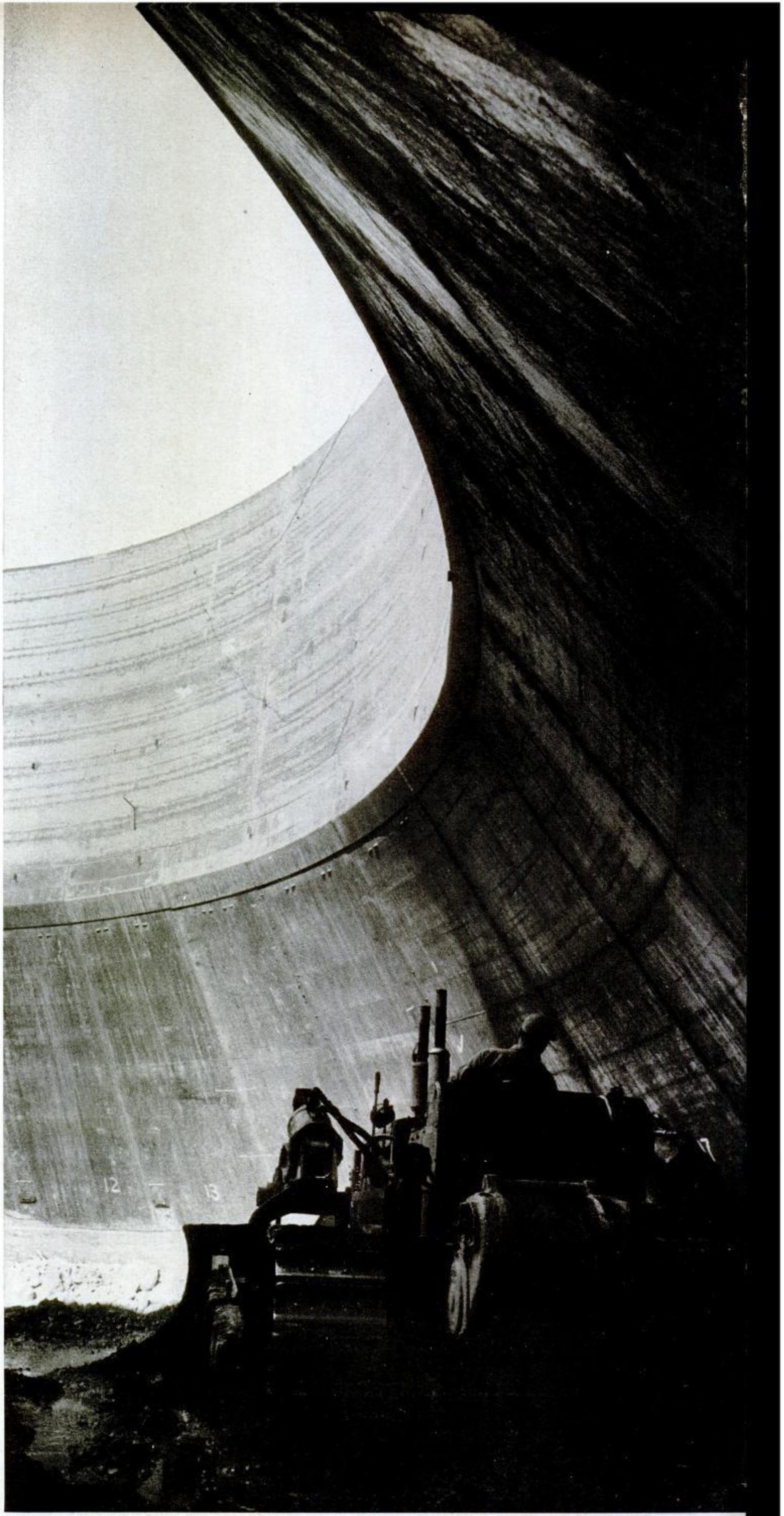
Most steel caissons for suspension bridges are put together ashore and then launched like ships for towing to the site. But engineers planning the $80 million Mackinac Straits Bridge in northern Michigan could not find launchways big enough for the two 116-foot-wide caissons which will carry the central towers. Then Merritt-Chapman & Scott, who are building the bridge substructure, had an ingenious idea: they would bring the water to the caissons.

First the bottom sections were assembled on land. Then the ground was cut away inside and around each of them (*right*) and water pumped in to float them. Finally a 500-foot channel was dug toward them from Lake Huron, and they were towed out (*below*) and off to the site.

Now being put in place on the straits' muddy bottom, the big caissons are being filled with concrete between their inner and outer rings and thereby forced like cookie cutters down into the ooze. As they sink, more circular sections are added at the top. Eventually they will come to rest on bedrock 200 feet below the surface. Then the inner sections will be filled with concrete mix, forced in under pressure, bringing the total amount of concrete in the two of them to 550,000 barrels, or enough to build a two-lane highway 135 miles long.



EN ROUTE, caisson is towed by a floating derrick out of the narrow channel in Rockport, Mich. into Lake Huron. The bridge site is 65 miles to the north.



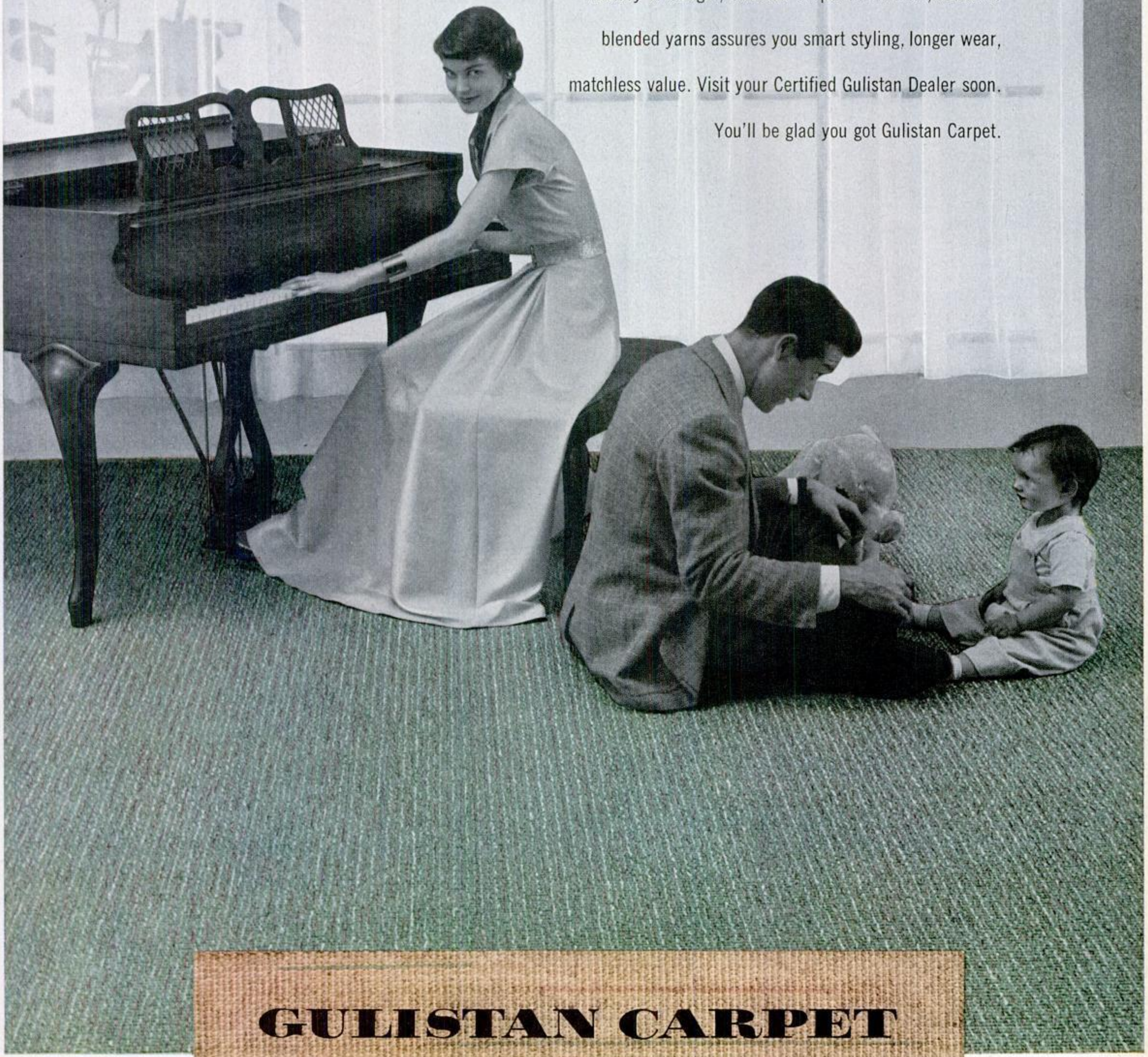
HUGE INSIDES tower over the bulldozer digging away earth. Inner ring slopes to join outer ring at bottom, providing sharp edge for cutting into mud.

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. . . and you've put that man in his proper place. An at-home genius like you knows the proper place for him is your own relaxable home. That's why your man-plan includes smart Gulistan Carpet. It's the one furnishing that adds most to your family coziness. Fashioned with a half-century of skill, Gulistan Carpet gives warmth . . . spreads a soft layer of quiet . . . enriches with its color. Notice smart textured Braeburn Gulistan Carpet below. Plush all-wool, it costs less than thirteen dollars a square yard.

Luxury or budget, Gulistan Carpet in all-wool, cotton or blended yarns assures you smart styling, longer wear, matchless value. Visit your Certified Gulistan Dealer soon.

You'll be glad you got Gulistan Carpet.



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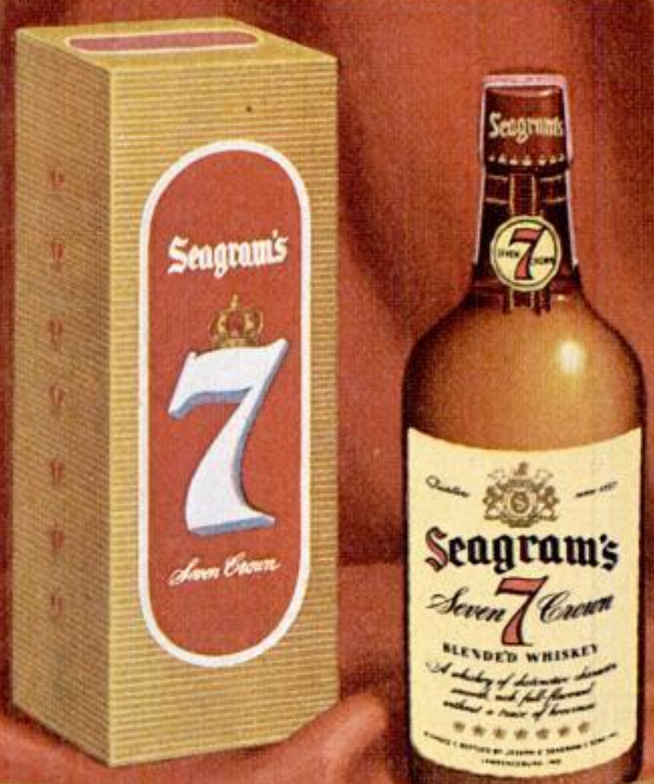
Presenting the All New 1955

with the 180 hp Strato

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Preview of a Great Gift



Fine whiskey is a wonderful Christmas gift—and Seagram's 7 Crown is America's finest gift whiskey. Why not plan to give your special friends this very special whiskey?

Give Seagram's and be Sure

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.

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Pontiac Streak 8

DEALER

A GENERAL MOTORS MASTERPIECE—NEW FROM THE GROUND UP!

Here it is—that eagerly awaited car from the foremost source of automotive value—the All-New Pontiac for 1955. And never has a new car so far surpassed your highest hopes! From lowered roof line to tubeless tires . . . from fender-level hood all the long way back past the panoramic windshield to the massive rear deck, the '55 Pontiac previews the future of motorcar design. Wider, roomier interiors keep in step with luxury, smartness and comfort that overtake tomorrow. As for performance—the thrilling action of the All-New Strato-Streak V-8 is exactly what the name implies, out-of-this-world from getaway right on up—while all-new advancements in the shockproof chassis provide riding and driving ease beyond any previous experience. Come in today and learn how and why this magnificent all-new car—still priced near the lowest—challenges any car at any price on any count. One drive will prove that dollar for dollar you can't beat the '55 Pontiac—new measure for modernity in beauty, comfort, power.

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MUNCHING CANDY BY HIS OWN CASKET, 3-YEAR-OLD MANUEL OLVEIRA AND A FRIEND WAIT FOR FUNERAL PROCESSION. HE HAD ALMOST DIED OF MEASLES

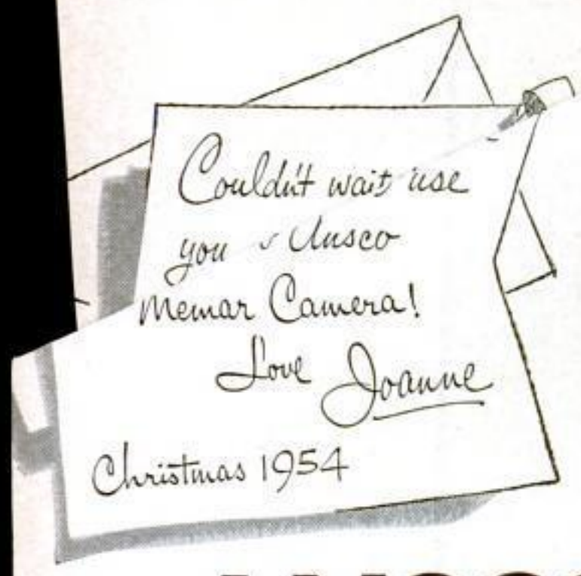
TEARLESS FUNERAL

- Spaniards spared from death march with their own caskets in gratitude to God

One Sunday recently the little Spanish port of Puebla del Caramiñal took on the aspect of a town terribly hit by plague or storm. Fifteen white flower-decked coffins of children and the black caskets of their elders were borne in somber procession through the streets. Behind each casket, however, walked the "deceased," still very much alive. They were all following an example set by a mayor of Puebla del Caramiñal some 300 years ago. Dying, the mayor vowed that if God let him live he would walk behind his own coffin and pardon four robbers he had just condemned to death. The mayor miraculously recovered and kept his pledge, with the pardoned robbers acting as pallbearers. Ever since, in Puebla del Caramiñal, people who come close to death and then recover attend their own "funerals" in thanks to God.

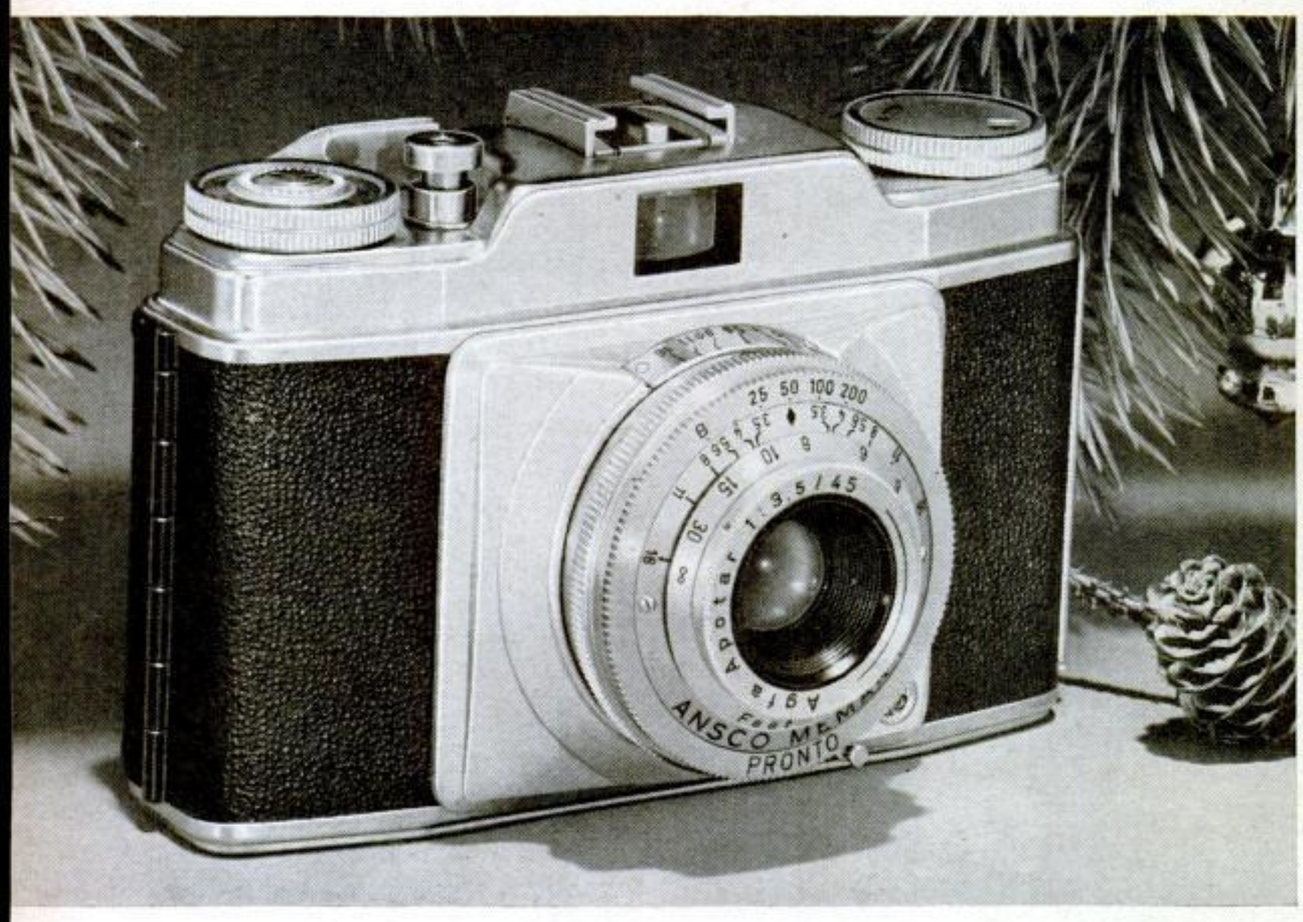
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a hundred times
a year...
by giving an

ANSCO 35mm MEMAR CAMERA



Makes beautiful color slides . . . and black-and-white snapshots . . . with sunlight or with flash!

You'll be delighted to see how much real quality you get in the modestly priced Ansco Memar! Beneath its pebble-grain black cover and satin finish brightwork trim is a sturdy, all-metal body built to give lifetime service. The fast f3.5 anastigmat lens gives needle-sharp pictures, in black-and-white or color. The 1/200-second flash shutter stops real action. The built-in self-timer lets you appear in your own snapshots. The rapid-action thumb lever film advance lets you take closely spaced sequence pictures. From every angle, you'll find the Ansco Memar a real quality miniature camera . . . and a wonderful buy at only **$39.50**
Top-grain cowhide carrying case $6.95

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A fine folding miniature camera with 1/300-second flash shutter and f3.5 lens. Only.....**$54.50**

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A fine miniature camera with a lens-coupled rangefinder for sure focus! Only.....**$87.50**

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Binghamton, N.Y. A Div. of General Aniline & Film Corp. *"From Research to Reality."*



WITH A FUNEREAL AIR procession tours town. "Deceased" walk behind empty coffins while relatives and friends act as pallbearers and carry candles.

CONTINUED ON PAGE 107

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"MAGIC" FRUITCAKE READY FOR THE OVEN IN JUST 15 MINUTES!

"If you've ever made fruitcake the long, drawn-out, old-fashioned way, you'll be pleased as punch with this new way of doing it.

"You actually put in 21 quality fruitcake ingredients just by adding one package of Borden's None Such Mince Meat. All the rich spices, many of the fruits you need come already mixed in this one taste-rich blend. What's more, they're in perfect proportion—and they stay that way.

"Then—for fixin' your mixin' even quicker—you use Borden's Eagle Brand Sweetened Condensed Milk. Pure, sweetened condensed milk blends *instantly* with other ingredients. And it's *double*-rich.

"Do try this new wonder cake today. And remember—it's perfect for gift occasions, too. (Keeps its flavor and freshness, no matter how far you send it.) Better clip the recipe below—dollars to doughnuts you'll be making it often!"



MAGIC FRUIT SURPRISE CAKE

(Makes a 9x4x3-inch loaf cake)
2 lb. 5 oz.

1 9-oz. package Borden's None Such Mince Meat
½ cup water
1 cup walnut meats, coarsely chopped
6 oz. (¾ cup) mixed candied fruit, coarsely chopped
1⅓ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
1 egg, beaten **¾ cup flour**
½ teaspoon baking soda

1. Break mince meat into small pieces and put in 2-quart saucepan.
2. Add water. Place over heat and stir until lumps are thoroughly broken. Boil briskly one minute, stirring constantly. Remove from heat and cool.
3. Add nuts, candied fruit, Eagle Brand Sweetened Condensed Milk, and egg; blend well. Stir in flour and baking soda, until just blended.
4. Pour mixture into 9x4x3-inch loaf pan which has been greased, waxed paper lined and greased again.
5. Bake in a moderate oven (350° F.) 1 hour and 30 minutes, or until center springs back when lightly touched with finger, and top is golden brown.



LOOK—Two new Recipe Booklets for only 10¢—Just fill in coupon

"21 None Such Recipes"

Unusual pies, cookies, desserts—new in form and flavor—made with Borden's None Such Mince Meat.

"70 Magic Recipes"

Quick and easy frostings, pie fillings, cookies, candies your family will want—and want to help make—with magic Borden's Eagle Brand Sweetened Condensed Milk.

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Please send me the following two free booklets:

21 Borden None Such Mince Meat Recipes
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Fascinating Premiums...

you can get when you save PLANTERS wrappers

Beautiful—novel—useful—
excellent for Holiday Gifts—the things you can get from enjoying these delicious PLANTERS products!

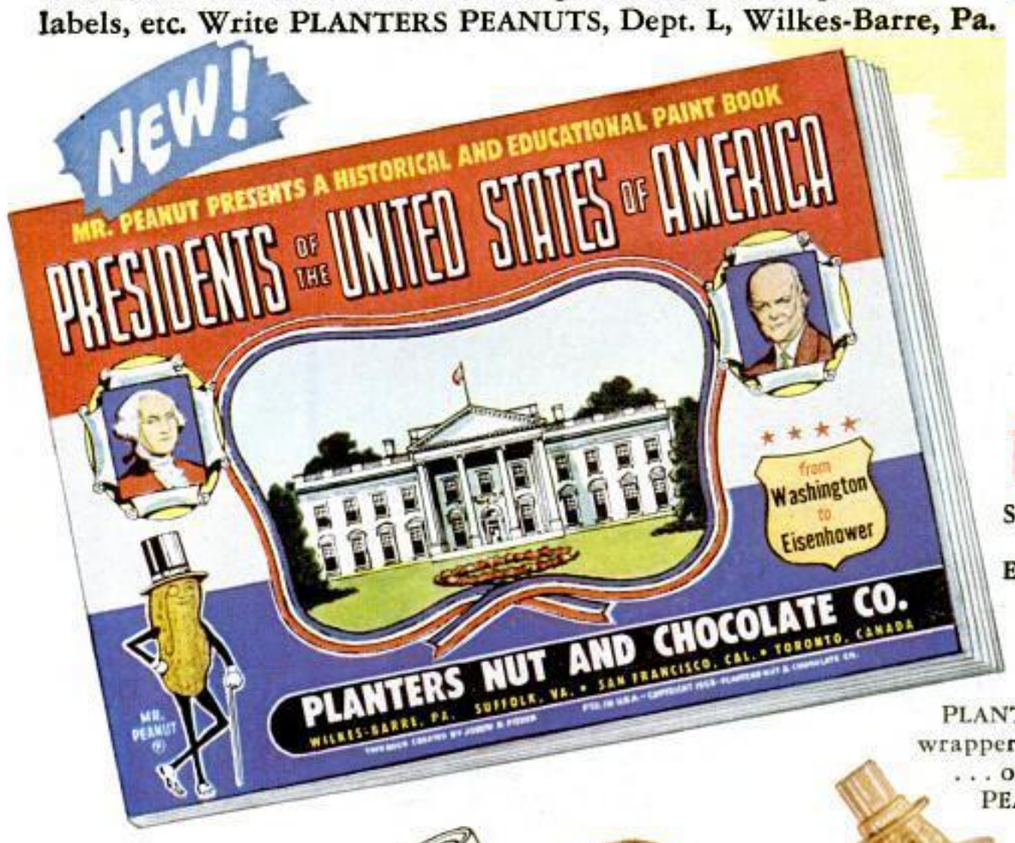
Crisp, big **PLANTERS SALTED PEANUTS** with the flavor all America loves: Save empty 5 cent bags or coupons in the Blue Vacuum Cans . . . New **PLANTERS PEANUT BUTTER**, Chill Packed, so smooth and easy to spread, with true, old fashioned peanut flavor: Save labels . . . **PLANTERS JUMBO BLOCK**: pure, delicious peanut candy at its best: Save wrappers . . . **PLANTERS MIXED NUTS** and other products: Save coupons, labels, etc. Write PLANTERS PEANUTS, Dept. L, Wilkes-Barre, Pa.





Mr. Peanut Bank

Save for that "Something Special" you want! Bank of colorful plastic in red, blue, green, or tan. 8½ inches high. *Yours for just 25¢ and* one coupon from a can of PLANTERS COCKTAIL SALTED PEANUTS, or 25¢ and one label from a jar of PLANTERS PEANUT BUTTER, or 25¢ and two empty 5¢ PLANTERS PEANUT bags, or 25¢ and two 5¢ PLANTERS JUMBO BLOCK outside wrappers.



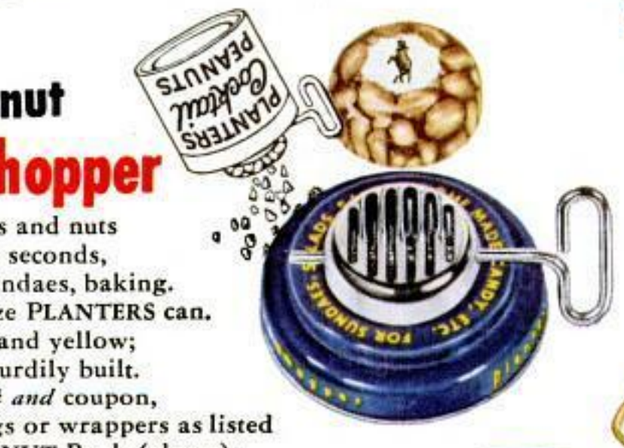
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Stories and pictures of all the Presidents from Washington to Eisenhower. 32 big pages—size 7½ x 10½ inches. Lots of colorful pictures—66 pictures for you to color yourself. Entertaining—educational. *Yours as a gift* for just 15 empty 5¢ PLANTERS PEANUT bags . . . or 15 outside wrappers from PLANTERS JUMBO BLOCKS . . . or 3 labels from PLANTERS PEANUT BUTTER . . . or 3 coupons from Vacuum Cans of PLANTERS COCKTAIL SALTED PEANUTS.



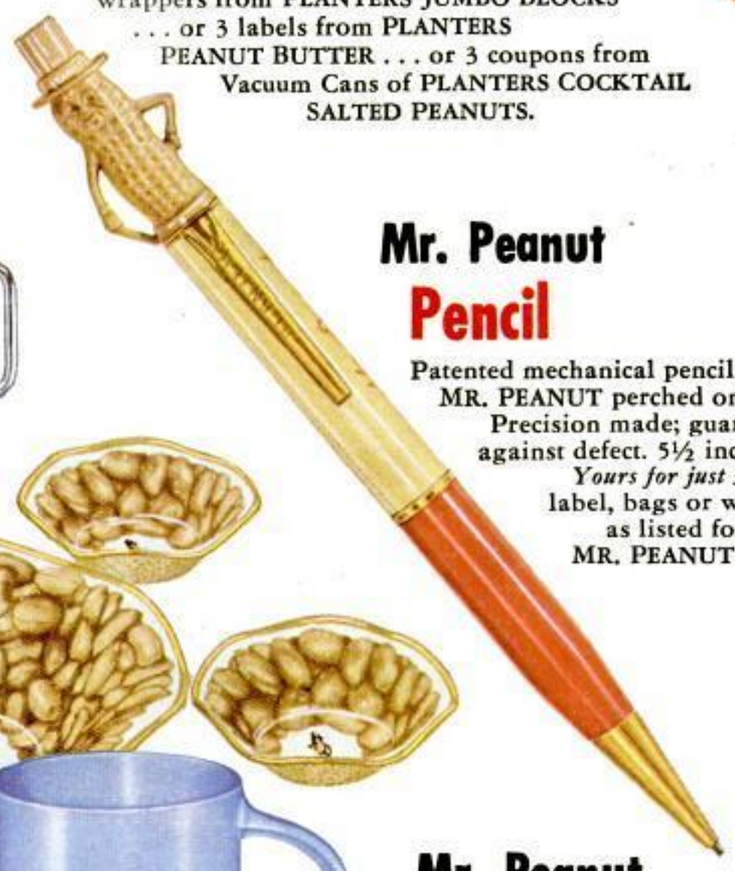
Mr. Peanut Salt and Pepper Shakers

Useful—decorative. Add zip and fun to the family table—novelty interest when you entertain. Jaunty MR. PEANUT himself in lustrous black and natural peanut color plastic pours the pepper and salt. Sets of two—one for pepper—one for salt—each 4 inches high—easy to fill. *Each set only 25¢ and* coupon, label, bags or wrappers as listed for MR. PEANUT Bank (above).



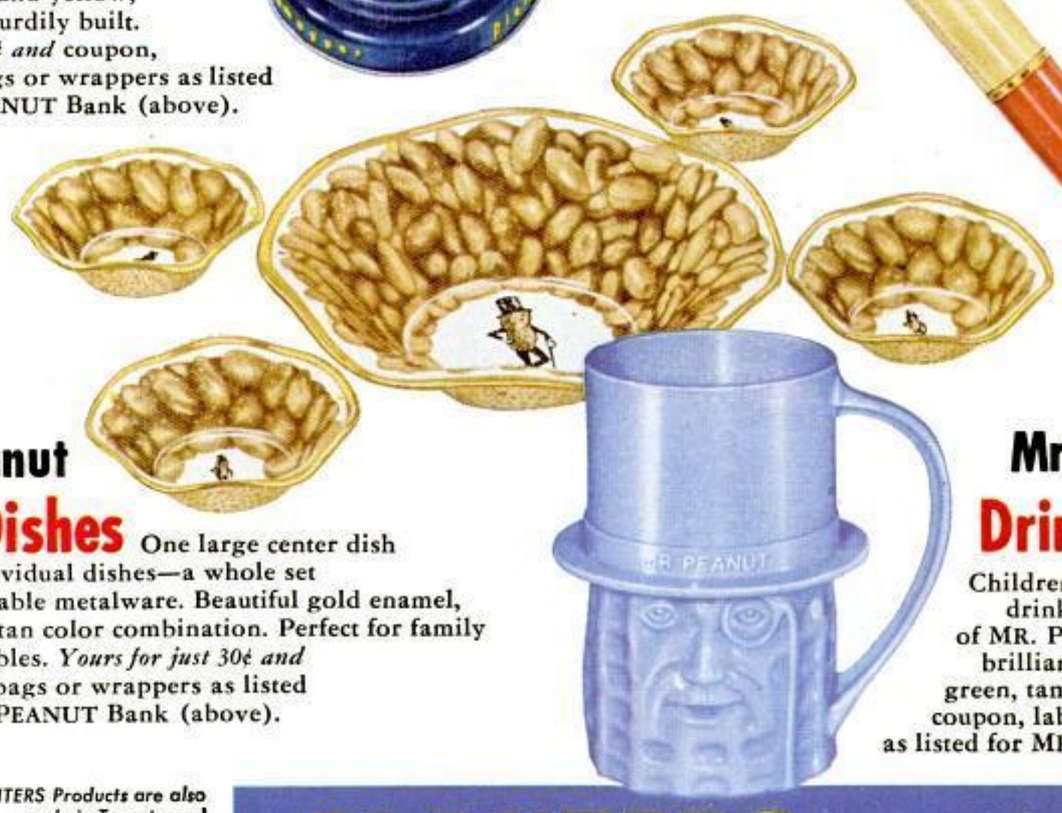
Mr. Peanut Nut Chopper

Chops peanuts and nuts coarse or fine in seconds, for salads, sundaes, baking. Fits any size PLANTERS can. Attractive in blue and yellow; all-metal; sturdily built. *Yours for just 25¢ and* coupon, label, bags or wrappers as listed for MR. PEANUT Bank (above).



Mr. Peanut Pencil

Patented mechanical pencil shows MR. PEANUT perched on top! Precision made; guaranteed against defect. 5½ inches long. *Yours for just 35¢ and* coupon, label, bags or wrappers as listed for MR. PEANUT Bank (above).



Mr. Peanut Nut Dishes

One large center dish and 4 individual dishes—a whole set in colorful, durable metalware. Beautiful gold enamel, white and tan color combination. Perfect for family or party nibbles. *Yours for just 30¢ and* coupon, label, bags or wrappers as listed for MR. PEANUT Bank (above).

Mr. Peanut Drinking Cup

Children love it! Novelty plastic drinking cup in the likeness of MR. PEANUT himself! 5 brilliant colors: red, blue, pink, green, tan. *Yours for just 25¢ and* coupon, label, bags or wrappers as listed for MR. PEANUT Bank (above).

These PLANTERS Products are also made in Toronto and sold everywhere in Canada. PLANTERS premiums likewise are available throughout Canada.

PLANTERS *is the word for good* **PEANUTS**

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TEARLESS FUNERAL CONTINUED



NEWLY BOUGHT COFFIN is carried home by mother of José Santos (*below*), who after recovering from long siege of pneumonia is readied for funeral.



BURIAL SHROUD is slipped on José Santos by his mother. Coffin will be donated to the church after funeral and sold by it to the local undertaker.



PALLBEARER FRIENDS of José Santos put the lid on his coffin while he gets dressed. For them, mock funeral is solemn ceremony and not a game.

CONTINUED ON NEXT PAGE



a luxury that actually does you good!

New after-shave blend—with two special ingredients—gives you protection you can actually *feel!* and a light, fresh scent that *stays with you!*

It gives you a wonderful *feel* of luxury . . . clears your head, brightens your morning! But, more . . .

Two special ingredients in Aqua Velva's blend do you a more serious service—they help protect you from infection, protect you from rough, raw shaves!

Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) *Here*, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

Get the new Aqua Velva—now at better drug counters. For the well-groomed man, a 5-second dash makes the perfect finishing touch to your daily shaving interval.

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Service station owner Glen Thompson —Thompson's Service, Kansas City, Mo.—says "*When your oil filter gets clogged like this, put in a Purolator Refill Cartridge—right away!*"

"**RIGHT HERE,** in the book that came with your car,* it says—

Change your Oil Filter every 5000 miles"

***17 of 18 leading car makers recommend oil filter changes at least every 5,000 miles, on the average, depending on car and driving conditions.**

Grit and sludge in the oil stream can ruin your engine . . . run up expensive repair bills. A regularly changed Purolator Oil Filter traps these dangerous contaminants *before* they can damage delicate engine parts.

Purolator has up to 10 times more capacity than ordinary filters; stops gritty abrasives so tiny you can't see them even under a powerful microscope. *More car makers specify Purolator than any other oil filter.*

Warning! If you've driven 5,000 miles since changing your oil filter, it's probably completely clogged . . . can't keep up its engine-saving work. Ask your friendly service station, garage or car dealer to install a new Purolator Refill Cartridge—*right away!* Takes just a few minutes. Costs as little as $1.60.

PurOlator

World's finest **OIL FILTER**



"Remember—there's a Purolator engineered for every make of car," says Mr. Thompson. *"We use them for all the cars we service."*

MONEY-SAVING RULE: Check your Oil Filter every time you change your oil

"Purolator," "Micronic" Reg. U. S. Pat. Off. Purolator Products, Inc., Rahway, N. J.; Toronto, Canada.



OFF TO HIS FUNERAL goes the "corpse," José Santos, following casket which his young friends are carrying to starting place for the procession.



ARRAY OF CASKETS is displayed out in front of Puebla del Caramiñal parish church after funeral. People quickly dispersed to frolic at fairgrounds.

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The face and hands of a fine Swiss watch

Behind the face and hands of a fine Swiss watch are the faces and hands of men . . .

The faces of men trained in the Swiss art that for three centuries has given the world its greatest advances in watchmaking.

And the hands of men. Hands skilled and sure enough to adjust screws so small that fifty thousand fill a thimble!

This is the pride and the heritage of Switzerland, so much a part of the past, present and progress of timekeeping that you think of Switzerland when you think of watches.

You think of all the Swiss specialties, like the self-winding watch, the calendar watch, the wrist chronometer and chronograph.

You think of the craftsmanship that has perfected incredibly slender jeweled-lever mechanisms to fit into watchcases that set the styles of the world.

And you know that a purchase that promises so much precision and pleasure as a fine Swiss jeweled-lever watch really deserves the advice of an expert: your jeweler.

The Watchmakers of Switzerland



Rely on your jeweler to help you choose the perfect Swiss watch—and to service it expertly and economically. *For the gifts you'll give with pride, let your jeweler be your guide.*

TIME IS THE ART OF THE SWISS

©1954 Swiss Federation of Watch Manufacturers

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NEW ENGLAND AUTUMN SUPPER

Good as Grandma's—but ever so much easier with today's superb canned foods!

WHEN GRANDMA WAS A GIRL, baked beans and brown bread had already been a favorite Saturday night tradition in New England for years.

Part of the tradition was soaking beans the night before, baking them all day, mixing bread batter, cutting up pumpkin for pie . . .

Today, *you* can put on the same kind of spread without all the "fuss and feathers"—for *you* can get all the major foods in Canco cans, made by American Can Company.

And today's canned foods give you *extra-deliciousness* to start with. For each is processed by an *individually perfect* method. The beans "cooked" to extra tenderness, the pumpkin lusciously smooth, the meat juicy and just right.

American Can scientists were the *first* to work out the "ideal" canning time and temperature for these and hundreds of other *individual* foods—so each one not only would be sterile, but would have the very fullest flavor, and the most vitamins.

Try this easy, thrifty meal. These Canco recipes give you the secrets of savory, "old-fashioned" seasoning—plus some clever modern twists. See if *you* don't harvest a crop of praises!

American Can Company

Containers to help people live better



American Can Company not only makes the containers that bring you today's tremendous variety of canned foods . . . it also works with growers and packers to make sure that these foods are more flavorful—and vitamin-full—than ever.



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A favorite American meal—made with foods you can get in Canco containers.

Recipes are listed in order of preparation—to save time and simplify kitchen planning.

GRANDMA'S PUMPKIN PIE

Prepare pastry for 1-crust, 9-inch pie using your favorite shortening; chill. *For filling:*

1¾ cups canned pumpkin
1 tall can evaporated milk
2 eggs, beaten
½ cup brown sugar, firmly packed
¼ cup granulated sugar
1 teaspoon cinnamon
1 teaspoon nutmeg
¾ teaspoon ginger
¼ teaspoon ground cloves
½ teaspoon salt

Combine all ingredients; pour into chilled pastry shell. Bake in hot oven (400°F.) 40 minutes, or until knife inserted near edge of pie comes out clean. Cool on wire rack. Serve with whipped cream.

AUTUMN APPLE SAUCE

Blend 1 can (1 lb.) apple sauce with 2 teaspoons horse-radish. Cover and chill. Garnish with strips of orange rind.

SATURDAY NIGHT BEAN CASSEROLE

1 can (9 oz.) sliced pineapple
2 cans (1 lb. each) baked beans
or pork and beans
1 can (12 oz.) luncheon meat
or 1 can (12 oz.) frankfurters
Whole cloves
2 tablespoons molasses
½ teaspoon dry mustard

Drain pineapple, reserving juice. Cut 2 pineapple slices in chunks; combine with beans in 1½-quart baking dish. Slice luncheon meat in half lengthwise; cut each half diagonally across; place on beans. Cut remaining 2 pineapple slices in half; arrange on luncheon meat; stud pineapple with cloves. Blend reserved juice, molasses and mustard; pour over all. Bake in moderate oven (375°F.) 25 minutes.

BOSTON BROWN BREAD

Slice canned brown bread; heat in top of double boiler over boiling water 25 minutes.

QUICK CHILI SAUCE

Chop 1 medium-sized onion and half of 1 green pepper; cook in 2 tablespoons shortening 5 minutes. Blend in 1 can (8 oz.) tomato sauce and 2 tablespoons brown sugar. Simmer 10 minutes, stirring occasionally.

These recipes serve 4. You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of American Can Co.

Important note: Whenever you do not use a full can of food . . . cover and keep the remainder in the refrigerator *right in the can.* It's safe—and it's sensible!

Send for new recipe book "Canned Meat Magic"

American Can Co. Test Kitchens
Box 259, New York 46, N. Y.
(In Canada, Box 130, Hamilton, Ont.)



Enclosed is 10¢. Please send me new 24-page book of quick, clever menus, recipes and party tricks using more than 60 different canned meats.

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STREET_____

CITY_____ **STATE**_____

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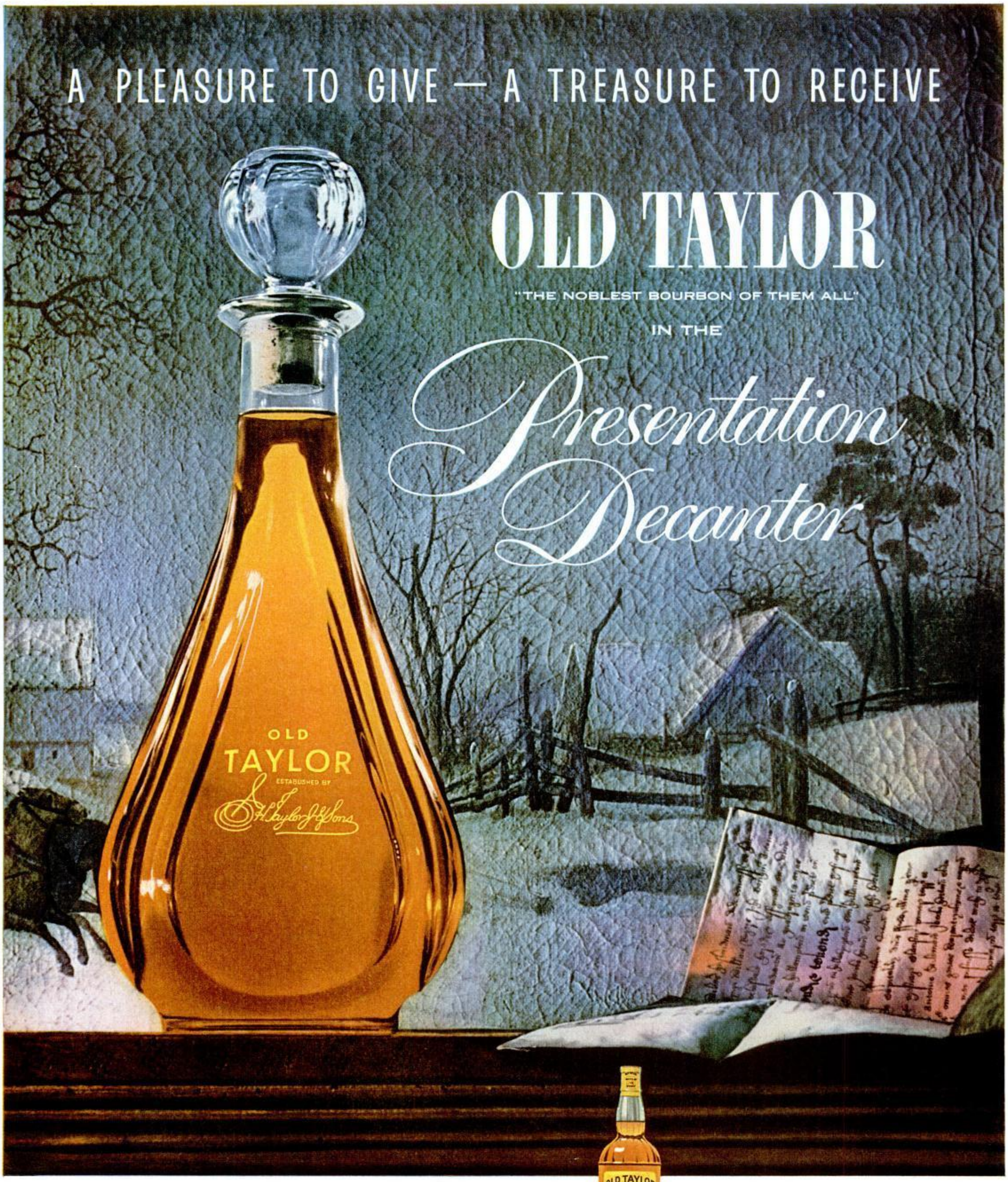
A PLEASURE TO GIVE — A TREASURE TO RECEIVE

OLD TAYLOR

"THE NOBLEST BOURBON OF THEM ALL"

IN THE

Presentation Decanter



INSCRIBE YOUR DECANTER GIFTS IN 23 CARAT GOLD. With every carton of the OLD TAYLOR Presentation Decanter, you will receive a leaf of genuine 23 carat gold. With it you can write your personal greetings directly on the decanter.

OLD TAYLOR in the Presentation Decanter costs no more than the standard bottle which is always available.

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT, KENTUCKY

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Legs in Show Girl Style

STOCKING TOPS GET SPRIGHTLY TRIM

Shoes have changed to make the ankle trimmer and stockings have grown more sheer to flatter the calf. But the stocking tops—except on show girls' costumes—have retained a utilitarian reinforcement gripped by unsightly garters. Designers have generally considered the stocking top hopeless until Paris Designer Jacques Fath embellished the area with decorated stockings and rhinestone garters (LIFE, Sept. 6). Now, just in time for Christmas, U.S. designers have come up with a fetching imitation of his stockings and a fancy girdle tab for garters to hide behind.



DECORATED LEGS are wearing garter-concealers made of black satin ribbon with rhinestone trimming (André Richard, $4) and sheer stockings that have black lace applied around the top (Van Raalte, $10).

CONTINUED ON NEXT PAGE

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FULL-WIDTH COMFORT

FOR EVERY MAN, WOMAN, CHILD

BECAUSE SPRINGWALL Mattress HAS THE EDGE

Makes all the difference in healthful, relaxing sleep. Rates Springwall best by test . . . for correct sleep posture, firm support of back and body, extra years of sag-free comfort.

It's like adding 33⅓% to the width of your mattress, when you sleep on a Springwall! What a difference in comfort! Never the feeling that you're falling out of bed! Always you enjoy medically correct sleep posture.

Here's the reason why: Around the 4 edges of every Springwall Mattress is a supporting wall of 12 resilient-steel anchors. This exclusive construction holds the entire sleeping surface firm as never before—sag-free firm along the edges; sag-free firm from edge to edge.

Because of this invention, famous Foster D. Snell Laboratories rate Springwall first—in tests of 4 leading brands. Insist on a genuine Springwall. From **$49.50**.

FREE Sleep Booklet—"What Does The Doctor Say." Write Springwall, Box 157, N.Y. 46.

FIRM SUPPORT FOR BACK AND BODY
Springwall supports your muscles at these 4 vital pressure points, where doctors say you need support for healthful, relaxing sleep.



GUARANTEED FOR TEN YEARS AGAINST STRUCTURAL DEFECTS

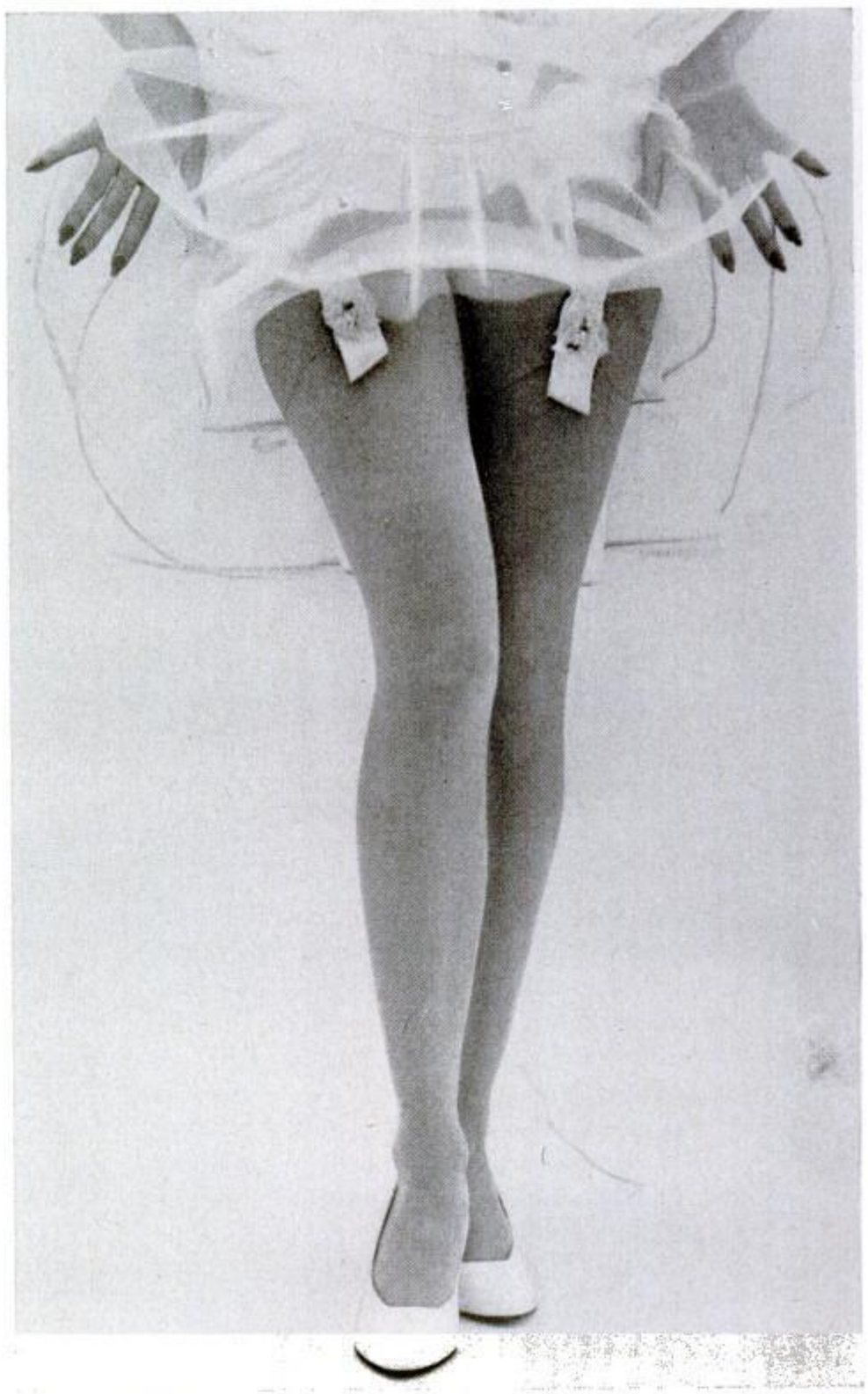
Cut-away view shows exclusive Springwall invention. 12 resilient-steel anchors hold entire sleeping surface sag-free firm at edges and from edge to edge; add years of comfort and wear.

LOOK FOR SPRINGWALL ON THE LABEL— EXCLUSIVE WITH THESE GREAT BRANDS:

KING KOIL Springwall – THE UNITED STATES BEDDING CO., St. Paul, Minn.
TIGER BRAND Springwall – HAGGARD & MARCUSSON CO., Chicago, Ill.
ECLIPSE Springwall – ECLIPSE SLEEP PRODUCTS, INC., New York, N. Y. – Los Angeles, Cal.
SOUTHERN CROSS Springwall – SOUTHERN SPRING BED COMPANY, Atlanta, Ga.

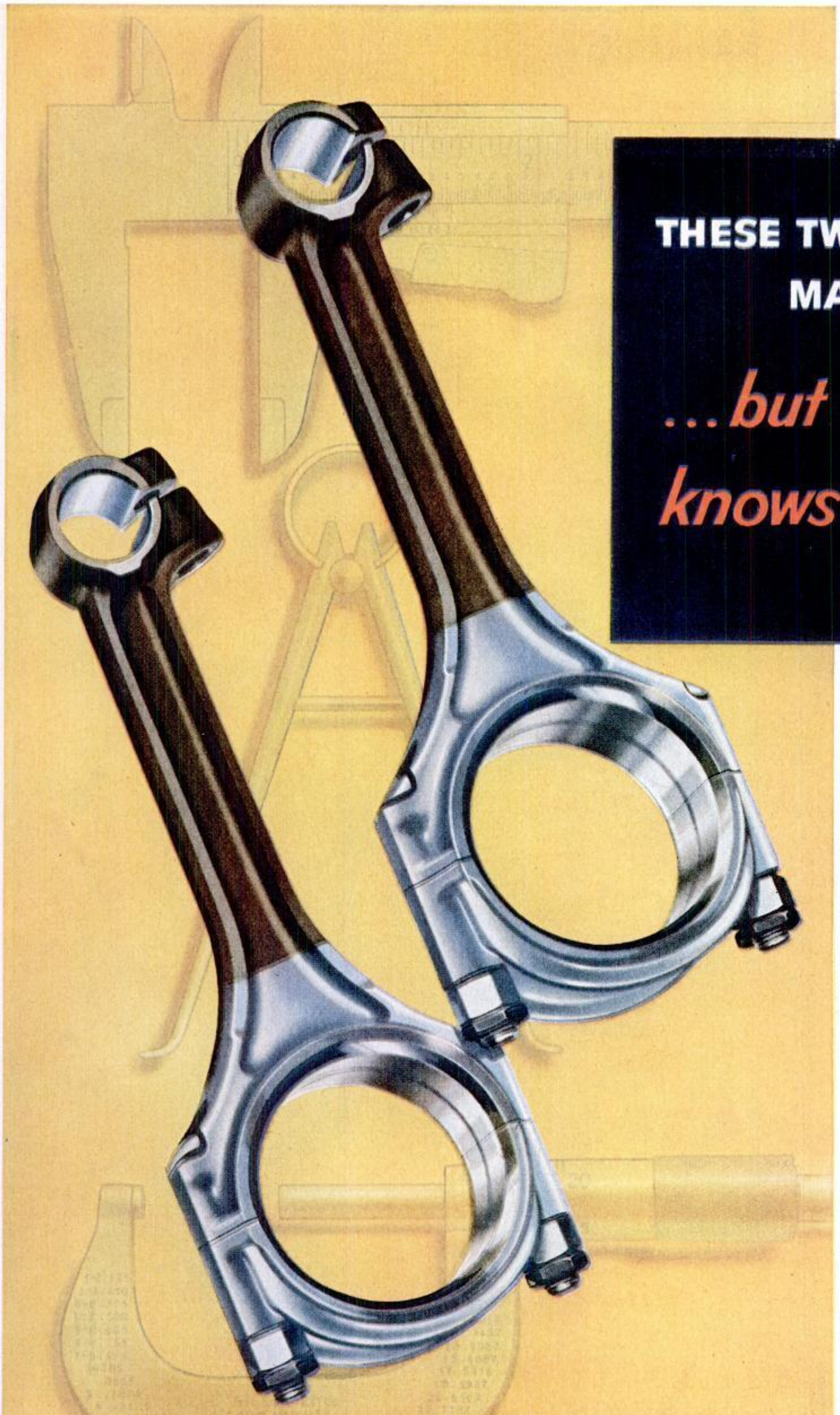


DIAMOND LIL SPLASH comes in garter tabs with rhinestones ($6), sequin flower ($3.50) or with end tipped by rhinestones ($5, all André Richard).



BRIDAL DECORUM appears in all-white version with flowers and lace ($3). Fancy tabs are pinned to girdle, have a slot through which the garter hooks.

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THESE TWO CONNECTING RODS MAY LOOK ALIKE

...but your Chevrolet knows the difference!

Both the same? In appearance, yes—but there's actually a mighty important difference between the two connecting rods in our picture. It's important to you and your Chevrolet!

The big difference is that one is a Genuine Chevrolet Connecting Rod. It was designed by the same engineering staff that designed your Chevrolet. It was built of the same fine materials used in your Chevrolet's original factory-installed connecting rods. It was manufactured to the same precision standards . . . subjected to the same rigid quality controls. And, like all Genuine Chevrolet Parts, its structural and design soundness was proved in mile after mile of gruelling tests at the world's largest proving ground.

Remember . . . all these advantages are yours *only* in Genuine Chevrolet Parts. So when you need replacement parts, always specify the parts that are made to fit right . . . function better . . . last longer—Genuine Chevrolet Parts. They're installed by your Chevrolet dealer and leading independent garages and service stations everywhere.

Always ask for Genuine Chevrolet Parts

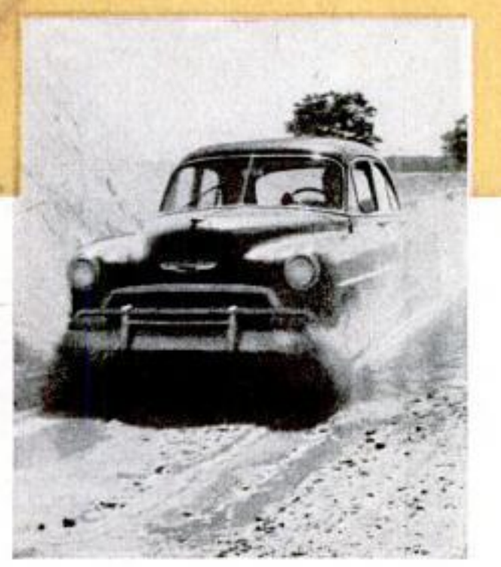
GENUINE CHEVROLET PARTS

Available wherever you go. Made to fit right . . . function better . . . last longer

YOUR CHEVROLET DEALER

You benefit from tests like this

Connecting rods are "tortured" in rugged tests at the famed General Motors Proving Ground as part of the Genuine Chevrolet Parts program of constant improvement.



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Pabst Blue Ribbon with your meal
Adds that extra taste appeal
For Pabst gives food a certain air...it's the



Finest Beer Served...Anywhere!

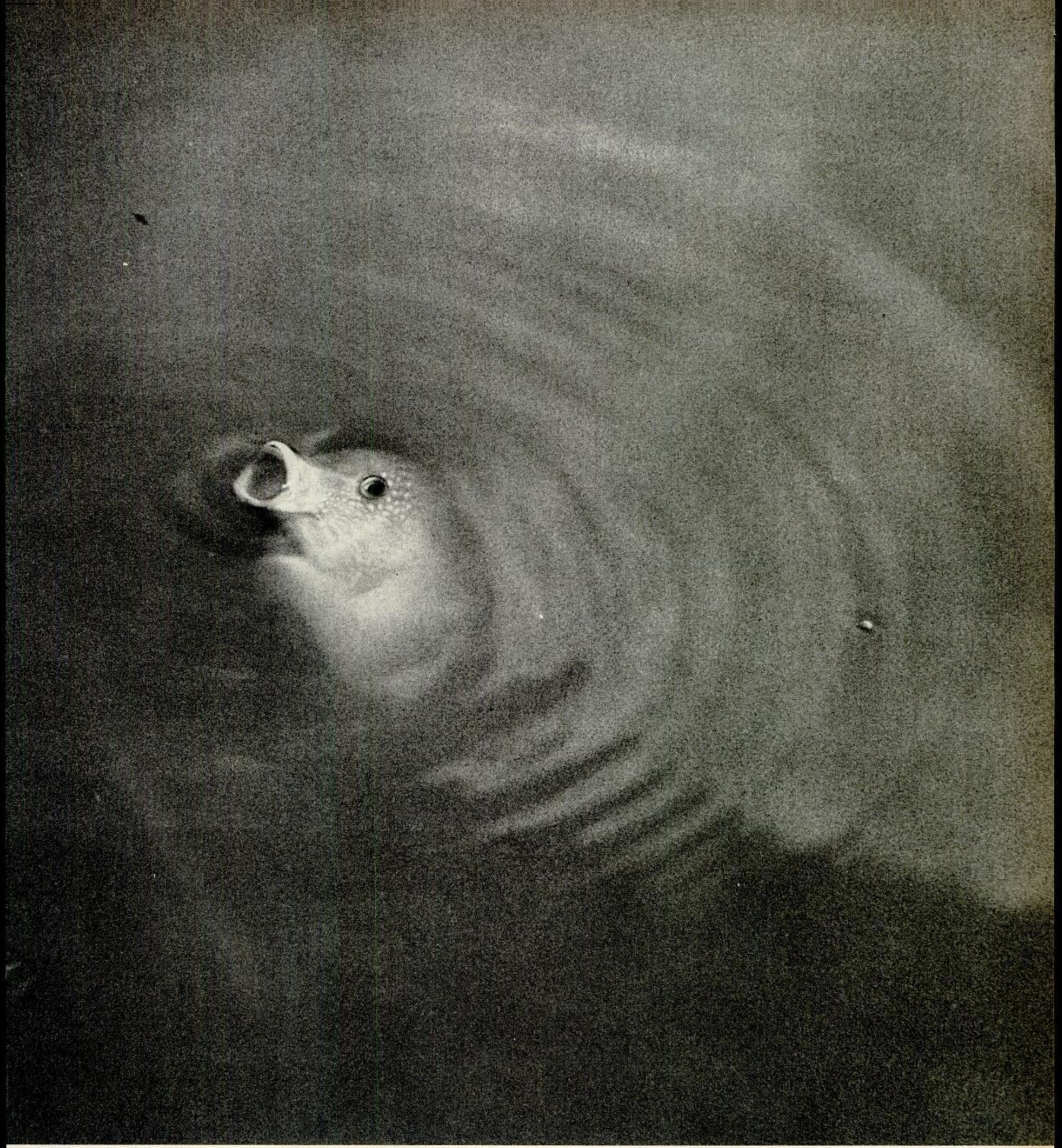
What a flavor combination! Big, tender pieces of lamb, steaming hot—teamed with smooth, sociable, Pabst Blue Ribbon beer! Each satisfying swallow is a gracious compliment to the occasion. Each foaming glassful a rewarding experience in tasteful living. Discover for yourself the world famous flavor of Pabst Blue Ribbon.

What'll You Have?

Pabst Blue Ribbon

FOLLOW **PABST BLUE RIBBON BOXING BOUTS . . . WEDNESDAY NIGHTS ON TELEVISION** . . . CBS NETWORK. Copr. 1954, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

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FIGHTING FOR AIR, RIO GRANDE PERCH COMES TO SURFACE BUT AIR IS NO HELP BECAUSE MOST FISH ARE NOT EQUIPPED TO DRAW OXYGEN FROM ATMOSPHERE

GASP FOR LIFE

Texans kill puny, unwanted fish by reducing their oxygen intake

The fish in Woodland Lake in San Antonio came struggling up to the surface, gasping for oxygen. Their gills had become so inflamed that they could no longer draw sufficient oxygen out of the water. But as they poked their heads upward, they were scooped into buckets, wicker baskets and washtubs (*next page*).

The swelling of the gills was caused by a chemical, rotenone, sprayed on the lake by the Texas Game and Fish Commission. There were too many fish in the lake and they had been getting punier and punier. The state decided to get rid of them in one swoop and restock. San Antonians were invited to attend and take all the fish they could. They had to work fast because the fish come up only once alive. Then they sink to the bottom, and when they come up again they are dead and bloated.

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LOOK WHAT MUNTZ HAS DONE TO TV!



—and price is only half the story!
For design, compactness, engineering
beyond compare—beyond belief—
Wait'll you see the Muntz TV
—at dealers coast to coast!

21-inch $139.95—prices include Federal Excise Tax, one-year picture tube and 90-day small parts warranty; UHF optional; slightly higher West.



LUCKY FISHERMEN, both amateur and professional, showed up by the hundreds and scooped fish out with nets, wash basins and even bird cages.



INNER-TUBE SAILORS were finally chased out by police who ruled they were swimming and not fishing. City ordinance forbids swimming in the lake.



LAST ROUNDUP of the bloated dead fish is made the following morning by city workers, who took them to the San Antonio garbage dump for disposal.

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DEVIL MINT



"What a combination! Extra-special Sealtest Chocolate laced through with zippy green Peppermint!"

"New! Different! Wonderful! Only Sealtest makes ice cream like **this**!"





"Taste it! Try it! Get some now! Dipped to order or pre-packed!"

Sealtest
TRADE MARK
ICE CREAM

Sealtest is a trademark of National Dairy Products Corporation, and identifies products of the Corporation and its divisions. It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.

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MODERN LIVING

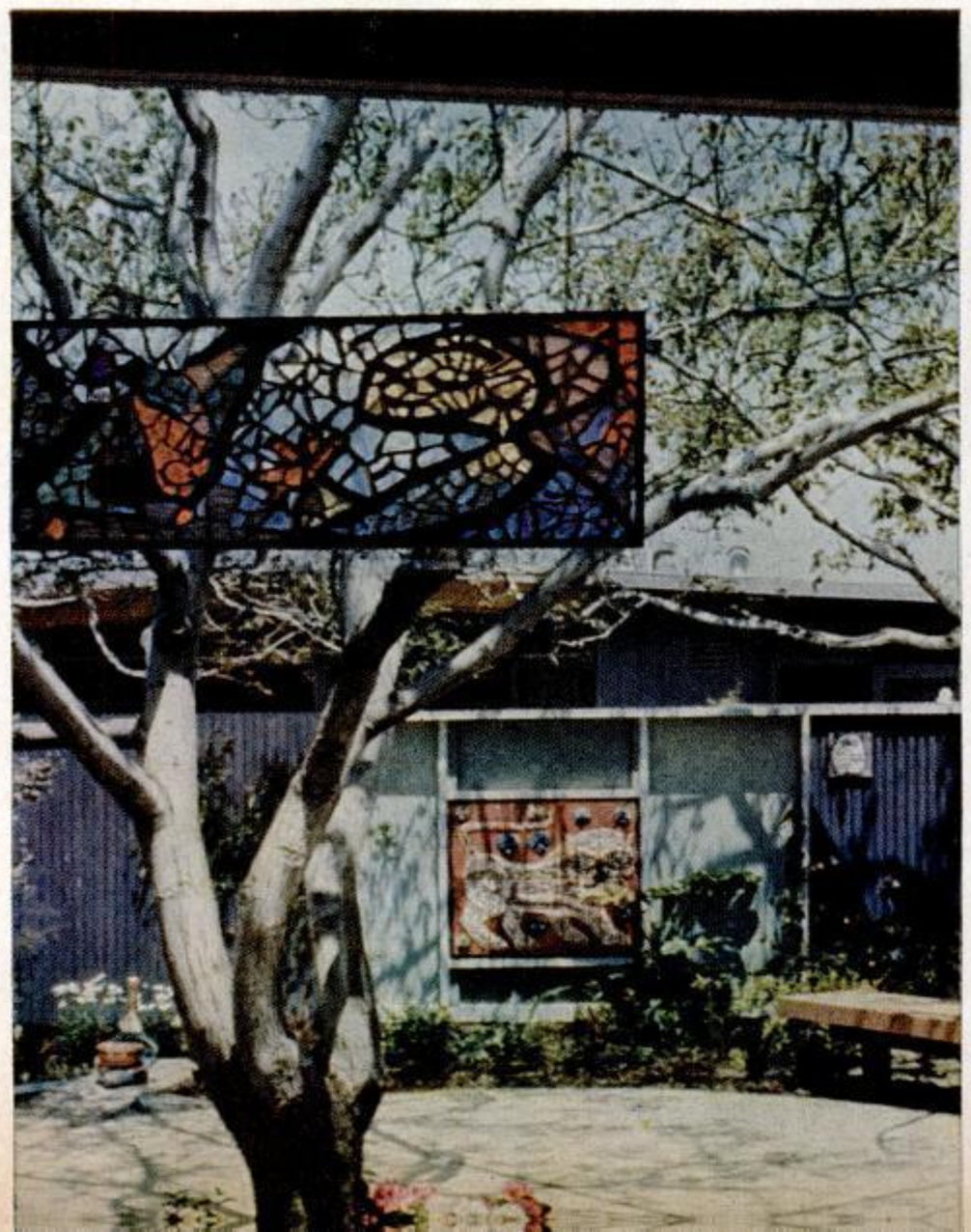
Big Outdoors on a 100-foot Lot

VARIED ART IS USED TO GIVE HEMMED-IN HOUSE A VIEW

One of the commandments of contemporary architecture is that the house must be opened up with big window walls and the outdoors brought indoors. If the house sits on abundant acres this is charming, but when it is built on a small lot it is likely that flapping laundry, garbage cans and carports are the delights of nature brought into the living room.

To show how a development house on an 80x100-foot lot can be given a view by the use of art, Landscape Architect Kathryn Imlay Stedman, Designer Matt Kahn and Architect A. Quincy Jones loaded a J. L. Eichler house in Palo Alto, Calif. with paintings and decoration indoors and out. Colored fences screen off neighbors, murals and sculpture provide a view from inside, paintings indoors may be enjoyed from outside. The house was open to public view for two months. Afterward, with the permanently installed art, it sold for $32,000.

PAINTING on wall of dining area can be enjoyed from both indoors or out. Plants at the window echo painting. Through a window pool may be glimpsed.





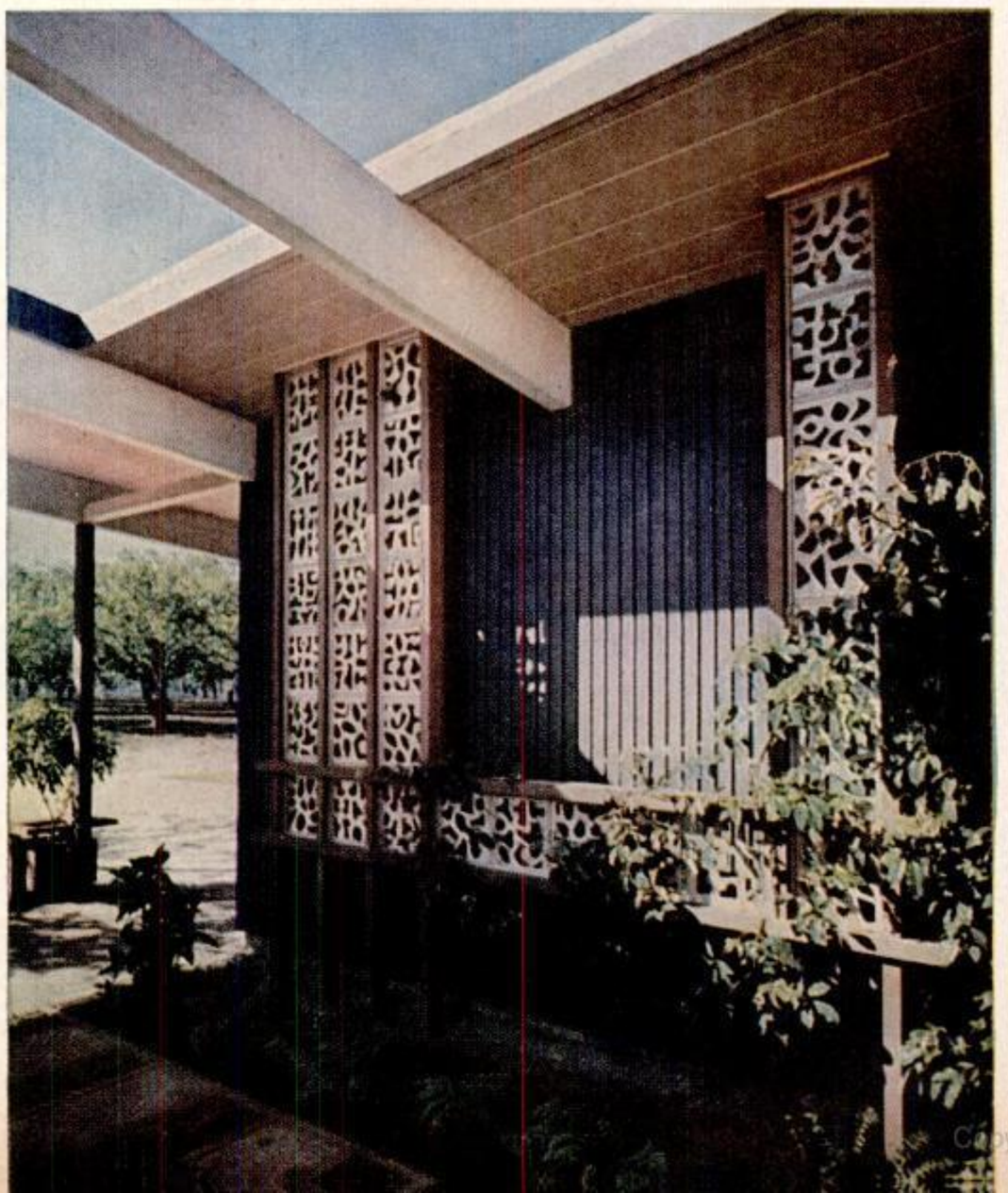
PANEL of stained glass looks as if it were hanging in the tree. It actually hangs on inside of living room window. Mural on fence is ceramic mosaic.

GARDEN behind house shows pool (*background*). Its triangular shape fits into small yard without cluttering it. Lacy steel lawn screens are at left.

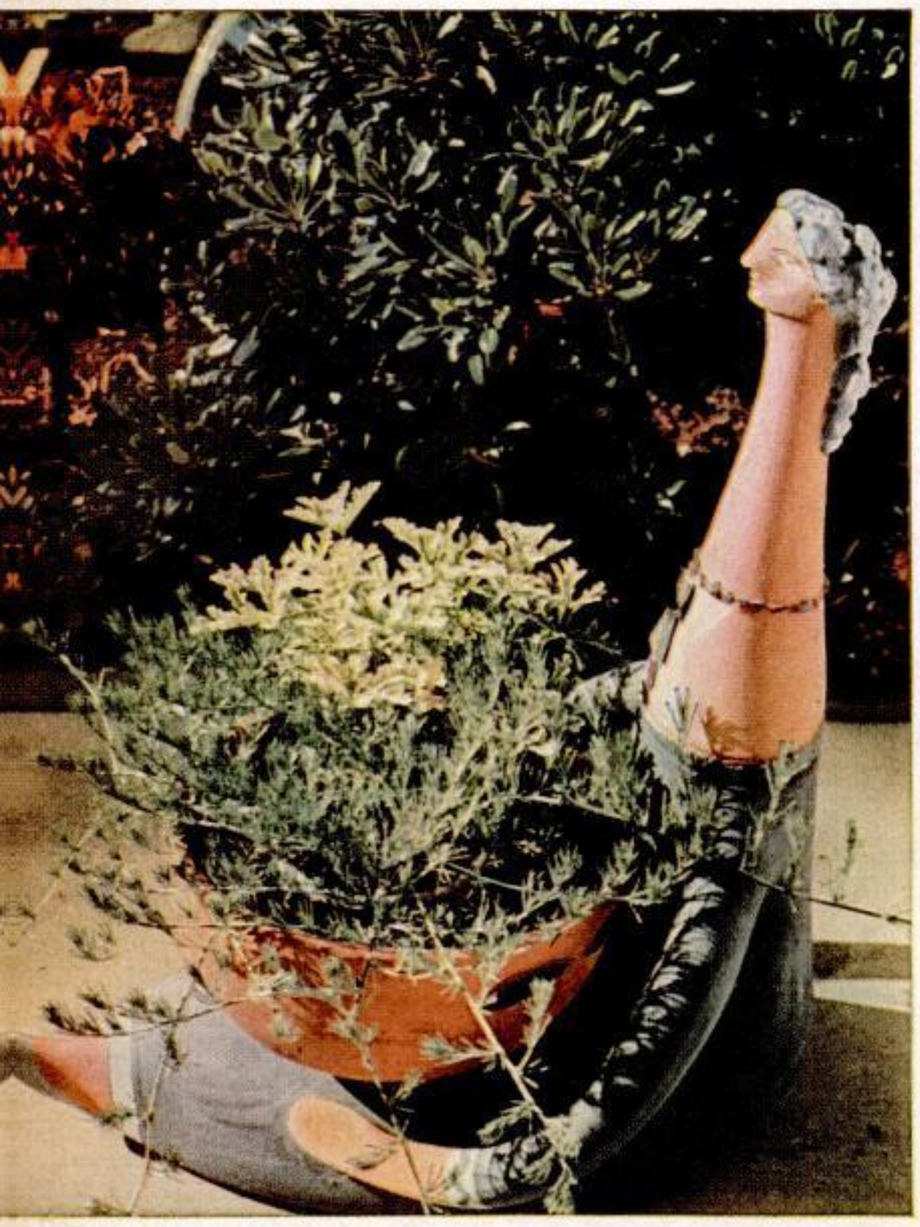


← **LIVING ROOM** looking toward garden brings outdoor ideas indoors: Sculpture in fireplace resembles panels outside. Ceiling is redwood, floor cork block.

CERAMIC TILE outside front entrance is set on redwood posts which are a foot away from wall, making a delicately patterned but firm support for vines.

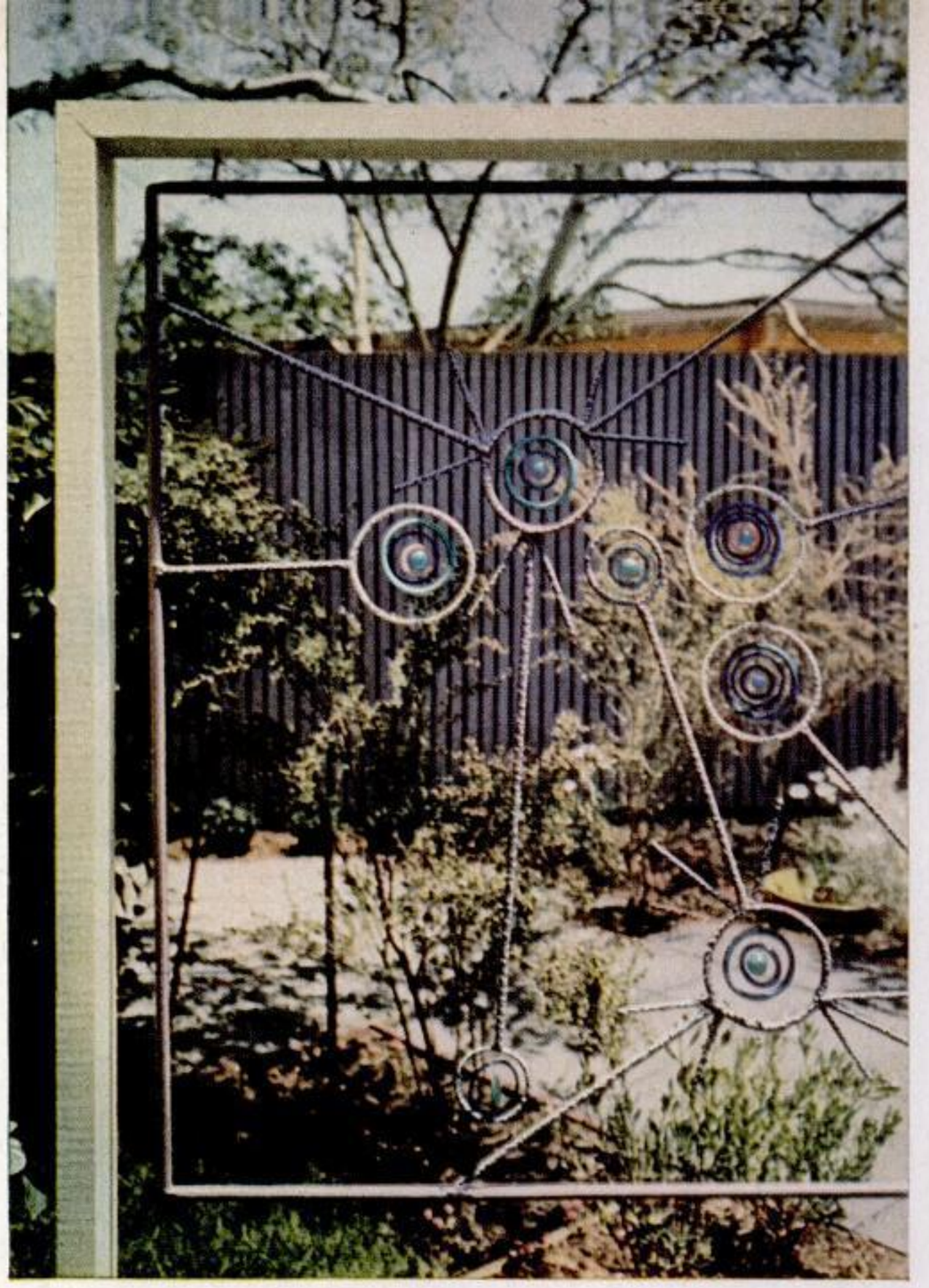


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GARDEN SCULPTURE ingeniously combines figure of woman and plant. Wheel-thrown pottery figure by Virginia Davidson is two feet tall, costs $75.

LAWN PANEL in close-up shows bars of painted steel at the outside, with glass bracelets and balls on inside. These flash and sparkle in the sunshine. →



BEDROOM for children looks out on the side yard where fence is only eight feet from the house, but appears further away because of way color is used.



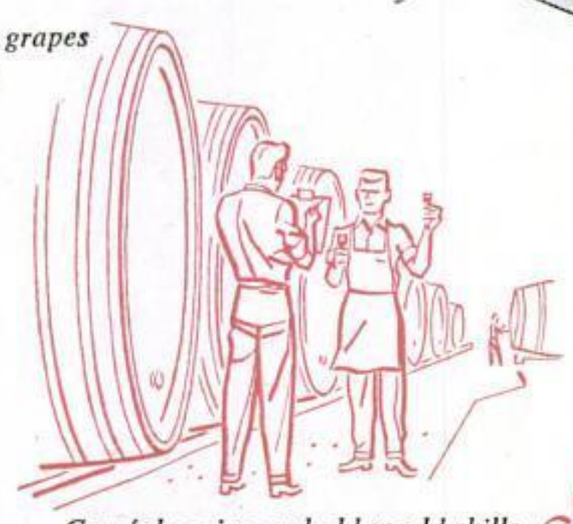
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AT LAST... A DRIPLESS WINE BOTTLE!

AND ONLY ROMA WINES HAVE IT



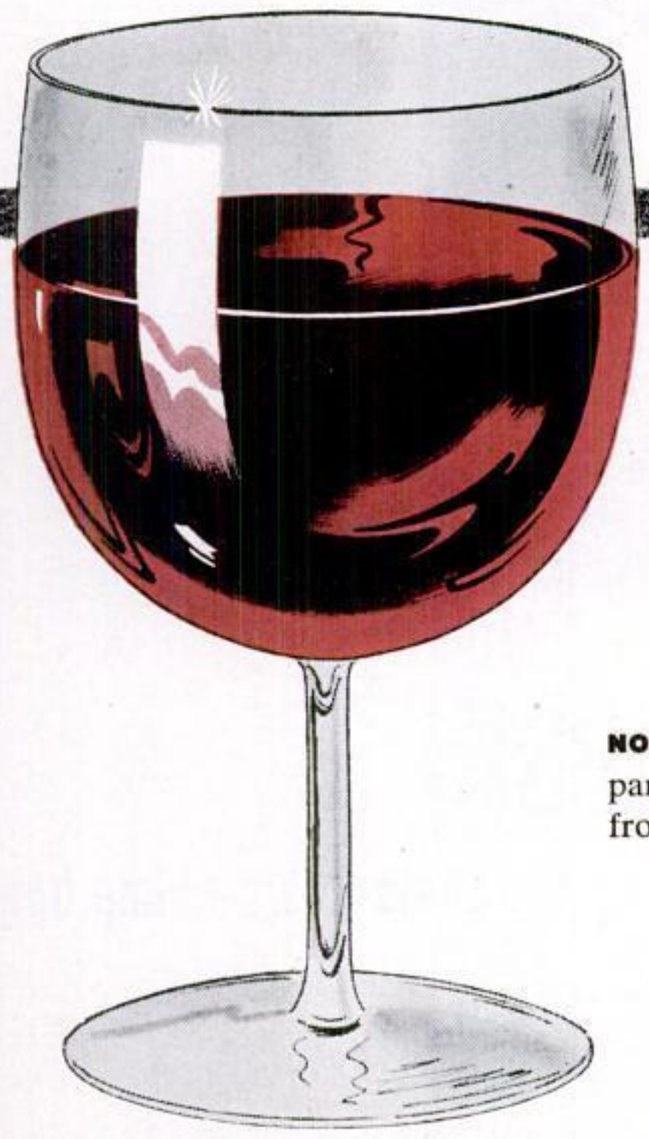
Only the choicest California grapes are selected for ROMA



Careful ageing and old-world skills assure you the goodness of ROMA



There's a compliment and a treat in every glass of ROMA



Roma Wine Company, Fresno, California

NO MORE RUINOUS WINE STAINS on table linens, furniture, clothes! Now, when you pour the fine wines of ROMA from the world's only Dripless Bottle, you don't pour spots, too! The last drop always stays in the bottle!

NO MORE MESSY DRIPPING! The Magic Top of ROMA's new Dripless Bottle miraculously cuts off the wine each time you pour—ends the nuisance and embarrassment of messy drips. Now you won't even give dripping a thought!

NO EXTRA COST! You pay no more for the fine wines of ROMA in the amazing Dripless Bottle. For parties, family gatherings, whenever you enjoy having wine... invite ROMA! Choose your favorites from the ROMA *family of fine wines*. They all await your pleasure!

THE FINE WINES OF ROMA

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A SINCERE SMILE wreathes Liberchimpski's face as he turns to audience, tossing wig's golden locks. Sleeves had to be removed from $50 tail coat because energetic playing ripped the seams.

THE GREAT LIBERCHIMPSKI

A gifted and ingratiating young pianist is now the prima primate of the St. Louis Zoo's chimp house

Striding onstage for his last performance in a season of fabulous concerts, the pianist, immaculately attired in top hat and tails, smiled engagingly at the audience. He sat down, glanced at the candelabrum in front of him and caressed the keys with his supple fingers. He turned and smiled again. Then with one finger of the left hand he played *Mary Had a Little Lamb*, and the crowd went wild.

The pianist was "The Great Liberchimpski," alias Roy, most talented chimpanzee in the St. Louis Zoo. He had learned his piece in a record six months, taught by Trainer Mike Kostial. Since his debut as a comic this year, Roy has packed convulsed audiences into the zoo arena. A former unicyclist, he is now in winter quarters enlarging his musical repertory for a bigger show next year.

CONTINUED ON PAGE 127

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"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

Help yourself to these Crispy Treats in 6 little minutes!

Take this page to the kitchen *quick!* With Kellogg's Rice Krispies, marshmallows and the recipe at the right, you'll soon be feasting a lot more than your eyes. Marshmallow Crispy Treats are every bit as "come and get 'em" as they look. And every bit as easy to make as we say. Just follow the recipe and see —6 short minutes from now!

Kellogg's RICE KRISPIES and MARSHMALLOWS



© KAGRAN

"HOWDY DOODY SAYS:
"Crispy Treats ARE SURE EASY TO MAKE"

¼ cup butter or margarine
½ pound (about 32) marshmallows
5 cups KELLOGG'S RICE KRISPIES

1. Melt butter in 3-quart saucepan. Add marshmallows and cook over low heat, stirring constantly, until marshmallows are melted and mixture is well-blended. Remove from heat.
2. Add Rice Krispies and stir until well-coated with marshmallow mixture.
3. Press warm marshmallow crispy mixture lightly into buttered 13 x 9-inch pan. Cut into squares when cool. Yields 24 2-inch squares.

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Modern T-cushion, channel arm Hide-A-Bed with button back and Beautyrest seat cushions. In sage green "Luxury" metallic tweed (as shown), full size: $299.50. Apartment size: $289.50. Also in brown, gold and charcoal. With Beautyrest mattress, $20 extra.



Modern round-end Hide-A-Bed with right or left arm. $329.50 in persimmon "Haddon" textured friese (above). Also in willow, smoke grey, toast, dark green and blue. Available with Beautyrest cushions.



Modern T-cushion Hide-A-Bed with Beautyrest seat cushions. In gold "Trigger" metallic tweed—also available in brown, olive and charcoal. Full size (as shown): $249.50. Apartment size: $239.50.

The mattress is half the sofa-bed!

Only Hide-A-Bed® sofa can give you sofa beauty plus a famous Beautyrest mattress



Since a sofa-bed is an important buy, make sure you don't get one with a "makeshift mattress." Remember—only Hide-A-Bed can give you a Deepsleep* mattress by Simmons, at no extra cost! (Or, if you prefer, famous Beautyrest,* only $20 extra.)

Both mattresses are longer, wider, thicker than you can get on average sofa-beds—thanks to Simmons' exclusive patent. See the many styles, sizes and fabrics of Hide-A-Bed at your Simmons dealer's!

Only Hide-A-Bed sofa can offer you all these features!



Wide choice of colors. More than 100 luxurious decorator fabrics to choose from—in many attractive colors.



Longer, wider seating space than you'll find in the usual sofa-bed. Patented cushion support gives extra seating comfort.



Easy as opening a bureau drawer. Easy to close! Patented locking action folds away bedding and all at fingertip touch.



All-steel frame. Some sofa-beds have wood frames built only for a time. Hide-A-Bed has an all-steel frame built for a lifetime.



Easy to clean. Tilt forward and hard-to-reach places are right at hand. No pulling and tugging to clean behind Hide-A-Bed!

*Trade-mark Reg. U. S. Patent Office. Copr. 1954 by Simmons Co., Mdse. Mart, Chicago, Ill.

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CARRYING CANDELABRUM, a chimp named Jackie sets it on piano. While Roy plays, Jackie conducts imaginary orchestra. Act's scripts are written by Bill Conway, curator of the birdhouse.



GRAND ENTRANCE is executed by Roy as Liberchimpski. Temperamental, he once threatened to throw himself in moat near stage, abandoned idea when he saw trainer was not looking.

CONTINUED ON NEXT PAGE

GET
Better Shaves
USE
Fewer Blades!

because all 3 MENNEN SHAVE CREAMS
wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — *and this big bonus:* they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the unused portion of the tube — we'll refund your money in full.

THE MENNEN COMPANY, MORRISTOWN, N. J.

MENNEN makes all 3



(Also available in Canada)

Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced® 53¢

MENNEN *shave creams* FOR MEN

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Massage into skin . . . see it penetrate!

DEEP HEAT FROM NEW MENTHOLATUM *RUB*

—gets right to where it hurts!

Rub in . . . it starts bringing relief from pain of arthritis, rheumatism and chest colds in just 30 seconds!

Right before your eyes this new DEEP HEAT rub disappears into your skin! Just massage new Mentholatum Rub on the spot that's sore. Feel its DEEP HEAT start to work. See how quickly you feel a warming glow. Soon that nagging arthritic, rheumatic pain and tingle are gone!

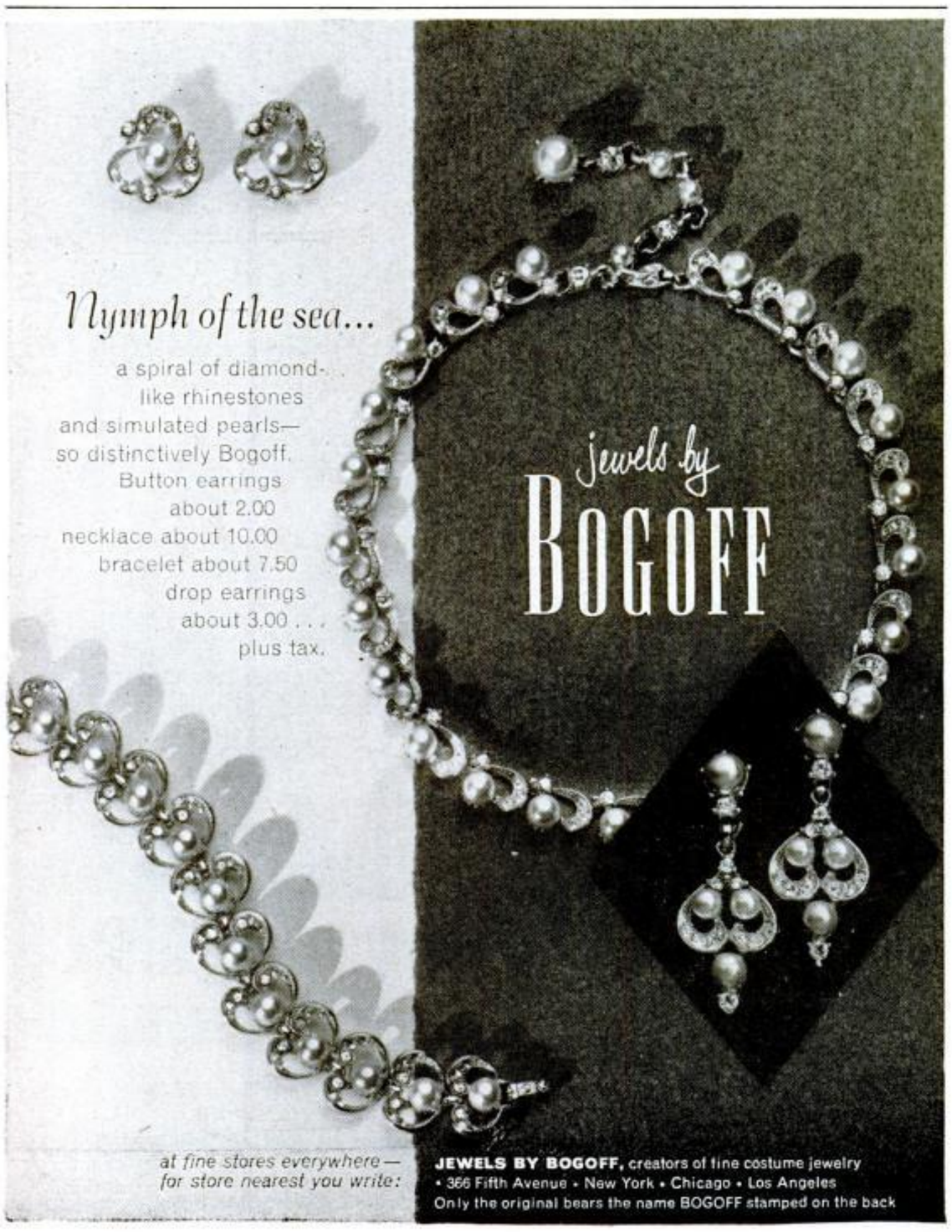
Extra-Deep Penetrating Power

New Mentholatum Rub's formula includes the latest discoveries for pain relief . . . *plus* Silitex M3 . . . a combination of ingredients that offer *extra deep penetrating power*. Mentholatum Rub contains soothing menthol and lanolin. It also brings wonderful comfort to swollen, burning feet. Stainless. Greaseless. Won't soil clothes or bed linen. Look for the "red-white-and-blue" package with DEEP HEAT marked on it. Get new Mentholatum Rub today.

Greaseless!



Stainless!





SPORTING A SPORT JACKET, which he sometimes changes into between acts, Roy tries a two-fingered technique. His trainer taught him the tune by pointing out the successive keys to him.



PLEASED WITH HIMSELF after a good performance, Liberchimpski jumps on stool. He dresses himself, wearing a woman's shirt, and produces grin by rolling up his lips with his finger.

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"THE GOLD-COASTER"

a splendid new way to give OLD FITZGERALD

A gift beyond the commonplace . . . attesting your own good taste . . . not to be forgotten! The towering golden stopper seals in so rich a bouquet—the separate filigree coaster encircles a bourbon flavor so unique—that we dare to make this suggestion:

Before you give—or serve—the GOLD-COASTER, *remove the labels*, to reveal its full beauty as a permanent "keepsake" decanter. *The character of the whiskey alone* (made our costly sour mash way) *is enough to identify it as* OLD FITZGERALD!

YOURS AT NO EXTRA COST over year-round fifth



KENTUCKY STRAIGHT BOURBON WHISKEY • BONDED • 100 PROOF

STITZEL-WELLER DISTILLERY, ESTABLISHED LOUISVILLE, KY., 1849

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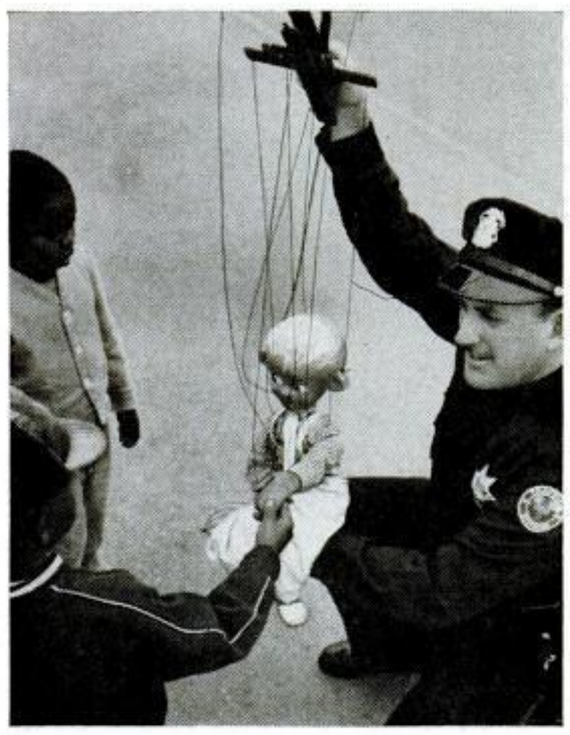
What happens when LIFE hits Oakland?



Nobody was hurt in this jam-up of racing cars on the track of Oakland Speedway. But plenty happened when LIFE published this picture in its May 19, 1952 issue. Says Speedway Owner-Manager "Mac" McGrete: "Attendance went up 30% and continued throughout the racing season. Appearing in LIFE was invaluable." LIFE reaches 86% of homes with annual incomes over $7000.*

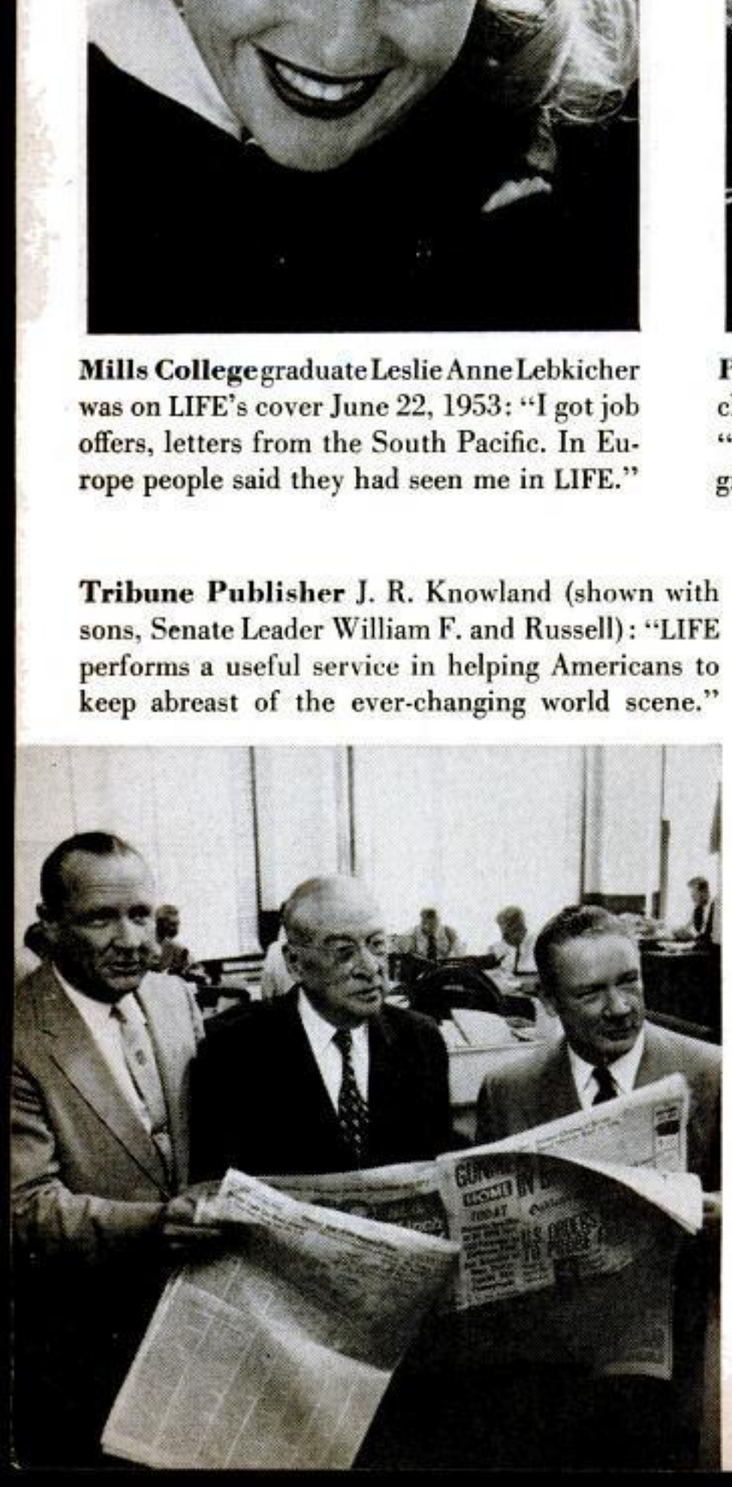


Mills College graduate Leslie Anne Lebkicher was on LIFE's cover June 22, 1953: "I got job offers, letters from the South Pacific. In Europe people said they had seen me in LIFE."

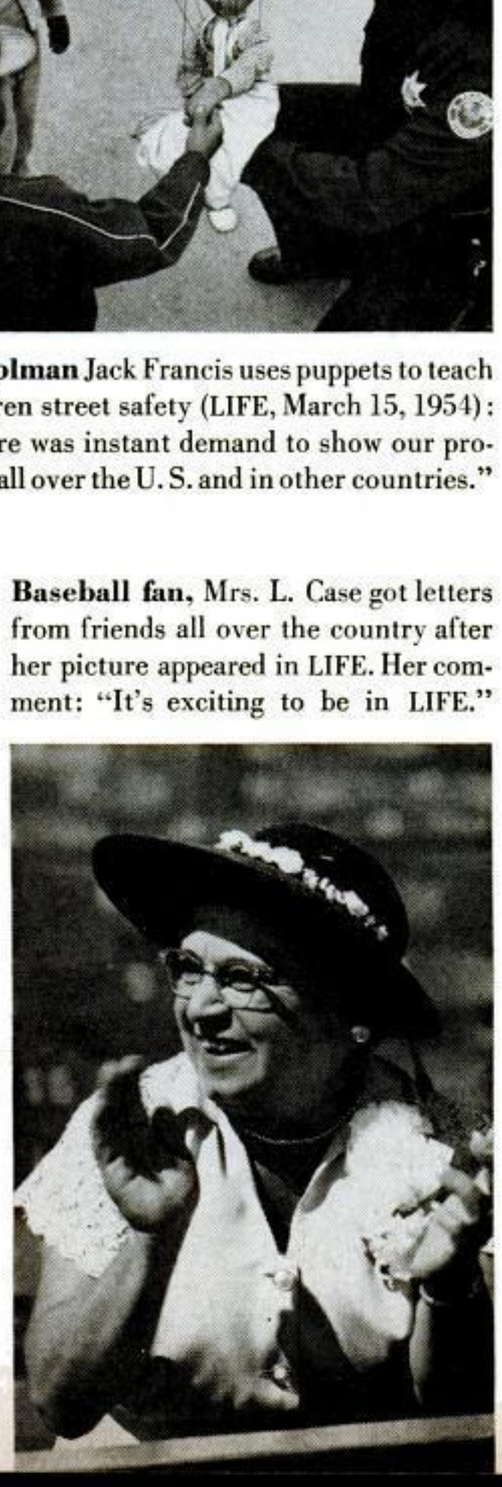


Patrolman Jack Francis uses puppets to teach children street safety (LIFE, March 15, 1954): "There was instant demand to show our program all over the U. S. and in other countries."

Tribune Publisher J. R. Knowland (shown with sons, Senate Leader William F. and Russell): "LIFE performs a useful service in helping Americans to keep abreast of the ever-changing world scene."



Baseball fan, Mrs. L. Case got letters from friends all over the country after her picture appeared in LIFE. Her comment: "It's exciting to be in LIFE."



Children's Fairyland, U.S.A., where real lollypops hang from the sugar plum trees, is probably the biggest thing that ever happened to the small-fry citizens of Oakland, California. When LIFE featured its magic in a color story (March 17, 1952), public response was spontaneous and world-wide. Park Director Dorothy Manes says:

> "LIFE's kaleidoscopic story must have flashed around the world! We know the article opened the door for thousands of fascinated visitors—from near and far—who have been flocking to Children's Fairyland ever since."

On these pages, you see what happens when LIFE touches the lives of other Oaklanders, great and small. You see how publishers and designers, policemen and senators, manufacturers and truckers and speedway operators—all feel the personal, powerful impact of LIFE's unique way of showing them the world in words and pictures.

And what happens when LIFE hits Oakland also happens in market after market across the nation, where LIFE is read in 3 out of 5 households.* People everywhere respond to LIFE in the same way. They understand more and enjoy more—buy more and sell more—of what they see in LIFE.

*Source: *A Study of the Household Accumulative Audience of LIFE (1952)*, by Alfred Politz Research, Inc. (A LIFE-reading household is one in which any member aged 20 and over has read one or more of 13 issues.)

LIFE

LIFE, 9 Rockefeller Plaza, New York 20, New York

The Ancient Mariners is a women's rowing club pictured in LIFE, Feb. 9, 1948. Says Secretary Mrs. Colton Roland: "After being in LIFE the rowing club is internationally known."



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West coast industrialist and local civic leader, Henry J. Kaiser: "People are all-important, and LIFE shows us people at work, at play, shaping the world's destiny."



Big western trucking line is P. I. E. Says Pres. A. K. Humphries: "LIFE's story (July 20, 1947) put us on the national map. As a result, business increased 25% and hasn't stopped."



Lucky Stores Pres. J. C. Ernst: "We have had phenomenal success with 'Advertised-in-LIFE' promotions, because our policy is regular stocking of nationally advertised products."

Inverted gable roof house, designed by Harwell Hamilton Harris, was pictured in LIFE. Now director of School of Architecture, University of Texas, Mr. Harris says: "The tremendous change in America's way of living has been truly recorded by LIFE."



Jackson Furniture Pres. Harry Jackson: "LIFE's stories on our Pacifica line encouraged designers, brought us hundreds of customers."



I. Magnin & Co. Pres. Hector Escabosa: "We watch LIFE for fashion ideas, then display them to influence the buying preferences of people."



E. B. Jessup, pres., office equipment co.: "LIFE's dramatic treatment and authentic facts demand careful reading of every page."



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HAPPIEST DRINK YOU'LL EVER FIND IS

EASY-TO-SERVE

Pineapple Juice

NATURE'S MOST REFRESHING FLAVOR

CANNED TROPIC-FRESH

Playtimes or mealtimes—whenever folks are thirsty—glasses of golden Pineapple Juice never fail to "hit the spot". Keep several cans chilling in your refrigerator so it's always ready to serve. And shake each can well before pouring so you enjoy *all* the glorious taste. In this wonderful juice, as in canned Pineapple fruit cuts, Nature stores her most *refreshing* flavor!



SLICES
of canned Pineapple make inviting fruit servings...glamorize salads, main-course meat dishes, bakings... taste wonderful broiled!

CRUSHED
canned Pineapple, good to eat "as is", also helps you make delicious pies, cookies, puddings, icings, sundaes and sauces

CHUNKS
of canned Pineapple—bite size—are fine for fruit cups, to sauté with lamb chops or a roast, for hors d'oeuvres, as cake decoration (Pineapple **TIDBITS** are smaller)

PINEAPPLE GROWERS ASSOCIATION, *San Francisco*

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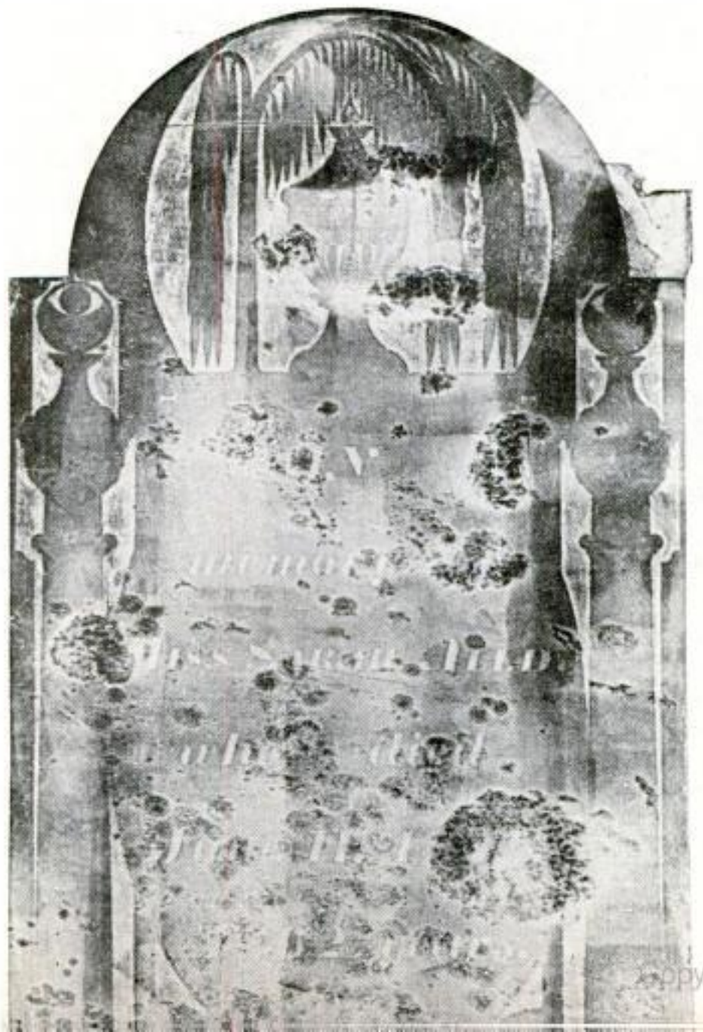
IN THE GRAVEYARD OF NEW YORK CITY'S OLD TRINITY CHURCH SARI DIENES EYES AN 18TH CENTURY TOMBSTONE AND PREPARES TO START WORK ON IT

TOMBSTONE TRACERY

Artist records shadowy images of cemetery art

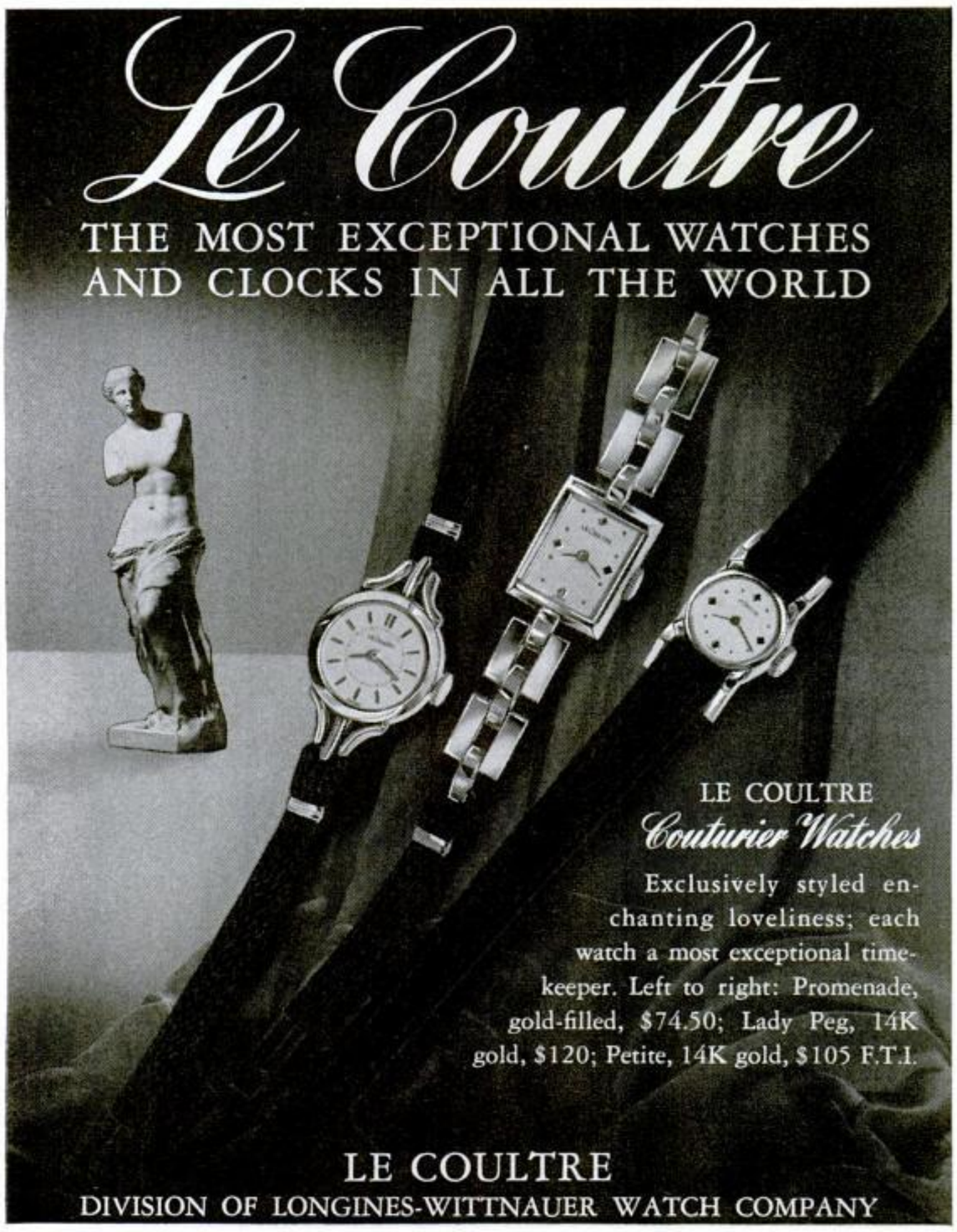
Graveyards have always held a melancholy appeal for poets, but for an artist like Sari Dienes they are a happy hunting ground. Miss Dienes, a Hungarian-born painter, has been rambling through old American cemeteries recording in shadowy prints the quaint and curious carvings that ornament the surfaces of tombstones.

To produce her graveyard art Miss Dienes uses a simple process somewhat similar to one developed by the Chinese centuries ago as a means of recording designs carved in temples and burial chambers. Placing a strip of paper over the carved face of the tombstone, Miss Dienes rubs the paper with an inked roller and in a few minutes has an accurate impression of the gravestone's pattern. Already she has made prints of moon-faced cherubim, hollow-eyed skulls and weeping willows in a half-dozen cemeteries around New York and New England. In addition to serving as decorative, though somewhat spectral, wall hangings for her New York studio-apartment, the prints preserve in vivid form the stylized stone art of bygone America that is slowly weathering away.



LANGUID WILLOW AND FUNERAL URN COME FROM STONE IN CUMMINGTON, MASS.

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COVERING STONE with paper resembling newspaper stock, Miss Dienes prepares to tape edges to stone. She often uses rice paper for delicate effects.



STROKING PAPER with inked roller, Miss Dienes begins print. As roller passes over the surface, raised parts of relief are registered in ink on paper.

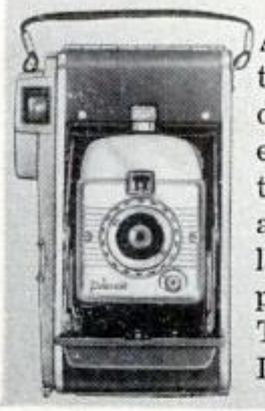


FINISHED PRINT, done in 15 minutes, reproduces memorial in Trinity churchyard to William Bradford, the printer of New York's first newspaper.

CONTINUED ON PAGE 136

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this is no fish story: you actually get a finished print in 60 seconds out of the **POLAROID**® *Land* **CAMERA**



All you do is turn a dial, aim and snap. Your Polaroid Land Camera does the rest. In just 60 seconds, this remarkable instrument takes the picture, develops it and prints it. (You don't take a chance on losing that shot, either. You know in a minute whether you've got it—and there's plenty of time to re-shoot if you haven't.) Long before your friends' pictures are back from the darkroom, yours are ready to show off—fine, clear, lasting black-and-white prints. Only one camera in the world can produce this modern photographic miracle: the Polaroid Land Camera. The Highlander—the smaller, lighter, lower-priced Polaroid Land Camera—may be just the one you have been waiting for.

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NO UGLY DANDRUFF like this on your collar when you use Fitch Dandruff Remover Shampoo . . . not even these winter days when dandruff is most serious!

Get rid of WINTERTIME DANDRUFF



A SINGLE SHAMPOO with new milder Fitch removes flaky dandruff... then your hair is up to 35% brighter too! And so much easier to manage!

Brighten hair up to 35% with first FITCH shampoo!

Remember! Dandruff not only sheds on your shoulders, it dulls hair too. So it's a real problem this time of year! Yes, dandruff is at its worst in winter.

Dry, overheated rooms make your scalp flake off more. Tight-fitting hats can interfere with circulation. Glands are also over-active.

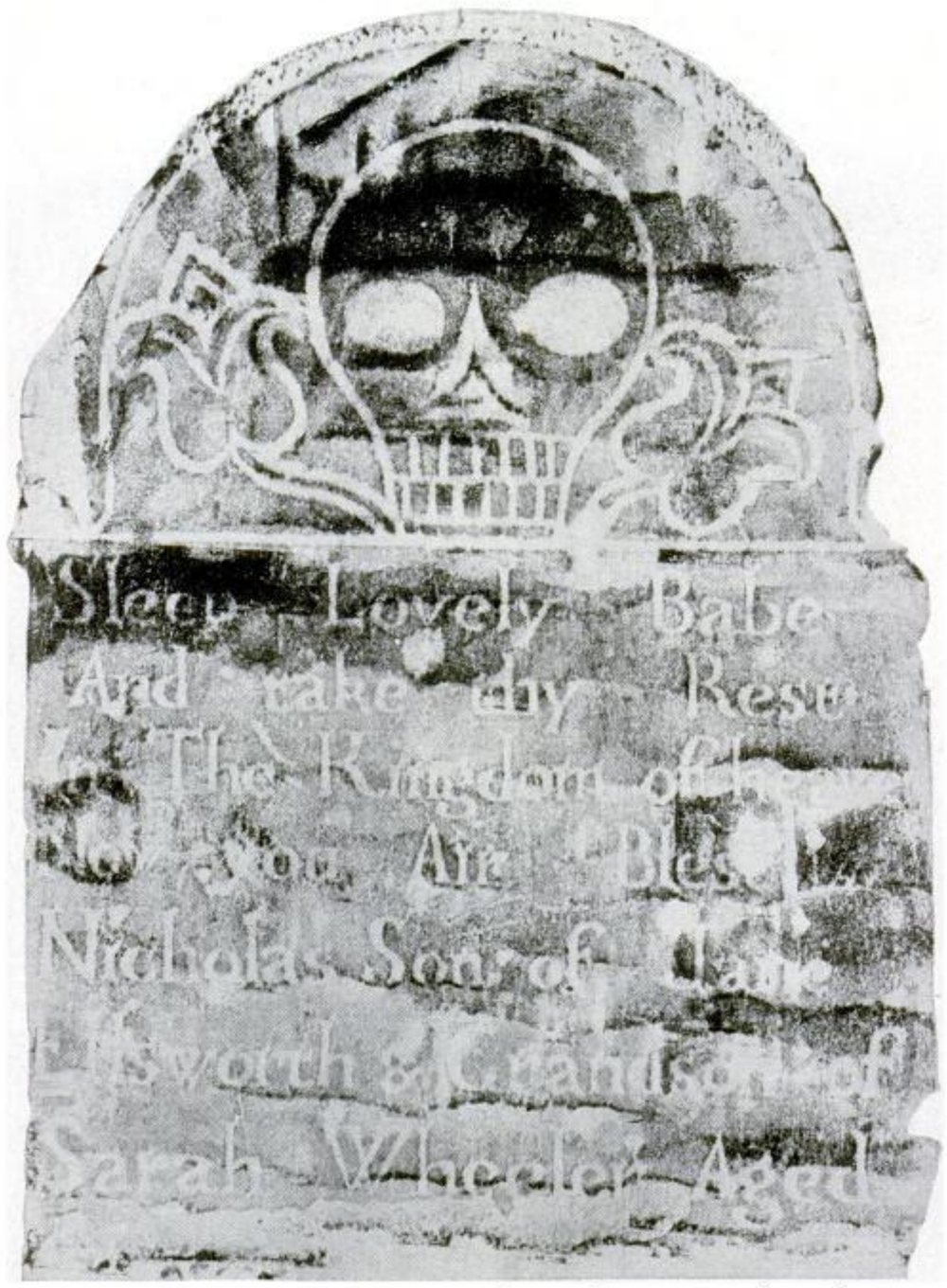
So this is the season when you need Fitch Dandruff Remover Shampoo more than ever. The only shampoo especially made and guaranteed to remove every trace of dandruff with just *one* lathering—or your money back.

Reconditions hair too!

Most amazing, Fitch also brightens hair up to 35% when dulling dandruff is removed. Scientific "Reflectance" tests *prove* it! New milder Fitch helps recondition hair at the same time!

To get rid of flaky "Wintertime Dandruff"—and brighten hair beautifully too—get Fitch Dandruff Remover Shampoo at any drug counter today. If you're not delighted, return unused portion for full refund from Fitch. Also ask for a professional application of Fitch at any Barber or Beauty Shop.

Only new milder FITCH guarantees 35% brighter, dandruff-free hair... or your money back!



SKULL embellished with flowers provides stark contrast to the tender verse which serves as an epitaph for a 2-year-old baby who died in New York in 1731.



CLOUDS OF HEAVEN, suggested by scallops in stone, envelop the head of a departed soul. This was a favorite design of early Massachusetts carvers.



CHERUB with head nestled in its wings decorates stone in Trinity churchyard. This image was standard for 19th century stonecutters all over the east.

Your Best Choice In Nasal Medication



YOU NEVER MISS WITH MISTOL

When a cold, allergy or dust gives your nose that "stuffy" feeling, ease discomfort the Mistol way. Relief is fast, sure, pleasant—and so gently soothing to delicate nasal membranes. Get each of the family a bottle for personal use. Regular size 37¢, 3 times as much in economy size for 65¢.

A PLOUGH PRODUCT

Mistol

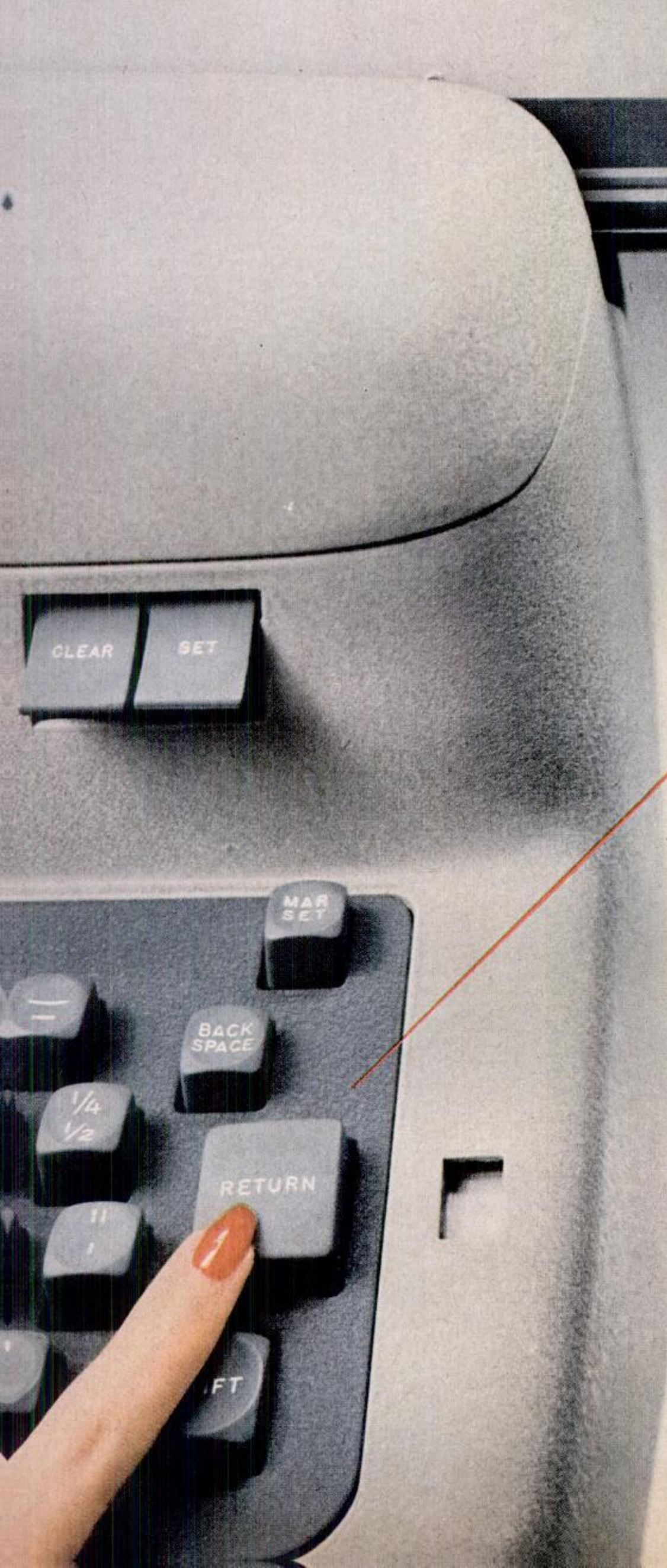
Regular or Ephedrine Formula

BEST Aspirin Relief Money Can Buy! **St. Joseph** ASPIRIN

100 TABLET BOTTLE 49¢



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MANY HAPPY RETURNS *

Just a tap of your little finger
on the IBM return key, and the
carriage glides back swiftly, smoothly,
electrically . . . 400 times easier
than on a manual typewriter!

This is one of the many energy-saving
reasons why a whole hour's typing
on an IBM requires less energy
than 3 minutes on a manual.

IBM
TRADE MARK

electric typewriters

. . . less work per word

*For the average typist, 268,000 times a year

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It's the whisky in the bottle that makes Early Times the perfect Holiday Gift

Superior uniform quality makes Early Times first for the holidays because it's first all year as America's Top Selling 86 proof Straight Bourbon





U.S. 1

EARLY TIMES

AMERICA'S TOP SELLING 86 PROOF STRAIGHT BOURBON

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF

EARLY TIMES DISTILLERY COMPANY • LOUISVILLE 1, KENTUCKY

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PRESIDENT COLBERT (FOREGROUND), ENGINEER ZEDER, DESIGNER EXNER STAND WITH (FRONT TO REAR) PLYMOUTH, DODGE, DE SOTO, IMPERIAL, CHRYSLER

THE QUARTER-BILLION LOOK

Chrysler invests a barrel of money for 1955 in longer, lower, sportier line with a lot of horsepower

The five colorful cars above represent one of the most expensive change-overs in automotive history. Switching radically from its previous line of short, high cars, the Chrysler Corporation for 1955 invested a fat $250 million in long, low automobiles with a touch of the sports car look.

To accomplish its big revolution Chrysler gave Chief Designer Virgil M. Exner a free hand. He used it to produce a 1955 line which flattens the hoods and makes bold use of color contrasts. All the cars have more power, are available with automatic transmission which includes the shift lever on the dash. The Plymouth, still made as a six, also comes with a new V-8 engine and up to 177 hp. The horsepower of the Dodge has been boosted from 140 to 183. Four-barrel carburetors and dual exhausts for quick getaway are optional on the Dodge and Chrysler Windsor, standard on the New Yorker and the new Imperial. The Imperial line, with a 250-hp engine and a 223-inch over-all length, will compete with Cadillac.

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New! Stir-N-Roll nut crust for your pumpkin pie...





So easy with Wesson Oil
—the shortening you pour



Stir together—Wesson Oil, milk, Gold Medal Flour, salt and—for new goodness—finely chopped nuts. *No cutting-in shortening* to make flaky, tender Stir-N-Roll pie crust. Wesson *pours* to measure, *stirs* in quickly. Even beginners make perfect pie crust *the first time they try.*



Roll dough neatly between waxed papers. No "mussy" floured board. And wait till you *taste* the way Wesson makes pie crust! Pure mild Wesson Oil *keeps* all of its *fresh delicacy* at hot, high pie-baking temperatures. So your Stir-N-Roll pie crust has *delicate,* flaky texture and *delicate* flavor.

STIR-N-ROLL NUT CRUST

Developed by Betty Crocker of General Mills

1⅓ cups *sifted* Gold Medal Flour
***1 teaspoon salt**
¼ cup finely chopped nuts
⅓ cup Wesson Oil
3 tablespoons cold milk

Heat oven to 475° (very hot). Mix Gold Medal Flour, salt, chopped nuts. Measure Wesson Oil and milk into the same cup (but don't stir). Pour all at once into flour. Stir until mixed. Press into ball. Flatten slightly. Place between 2 sheets of waxed paper, 12" square. Roll out gently to edges of paper. Dampen table top to prevent slipping. Peel off top paper. If dough tears, mend without moistening. Lift paper and pastry by top corners. Place paper-side-up in 9-inch pie pan. Peel off paper. Ease into pan. Flute edge. Prick pastry with fork. Bake 13 to 15 minutes.
** If you use self-rising flour, omit salt in pastry; bake at 425°.*

PUMPKIN CHIFFON FILLING

1 tablespoon (1 envelope) unflavored gelatin
¼ cup cold water
3 large egg yolks
1⅓ cups cooked or canned pumpkin
½ cup milk
¾ cup brown sugar (packed)
½ teaspoon salt
2 teaspoons cinnamon
½ teaspoon ginger
½ teaspoon allspice
3 large egg whites (½ cup)
¼ teaspoon cream of tartar
6 tablespoons sugar
1 9-inch Stir-N-Roll Nut Crust
Reddi-wip

Soften gelatin in the cold water. Combine egg yolks, pumpkin, milk, brown sugar, salt, and spices in saucepan and bring to boil over *low heat.* Boil 1 minute, stirring constantly. Remove from heat. Stir in softened gelatin. Chill until partially set. Beat until smooth. Add cream of tartar to egg whites and beat until stiff; beat in the 6 tablespoons of sugar. Then carefully fold the pumpkin mixture into the meringue. Pile into baked pie shell. Chill until set (2 hours). Garnish with real cream Reddi-wip and whole nutmeats.

AMERICA'S FAVORITE *for Salads, Frying, Chiffon Cakes, Stir-N-Roll Pie Crust and Biscuits*

Wesson Oil

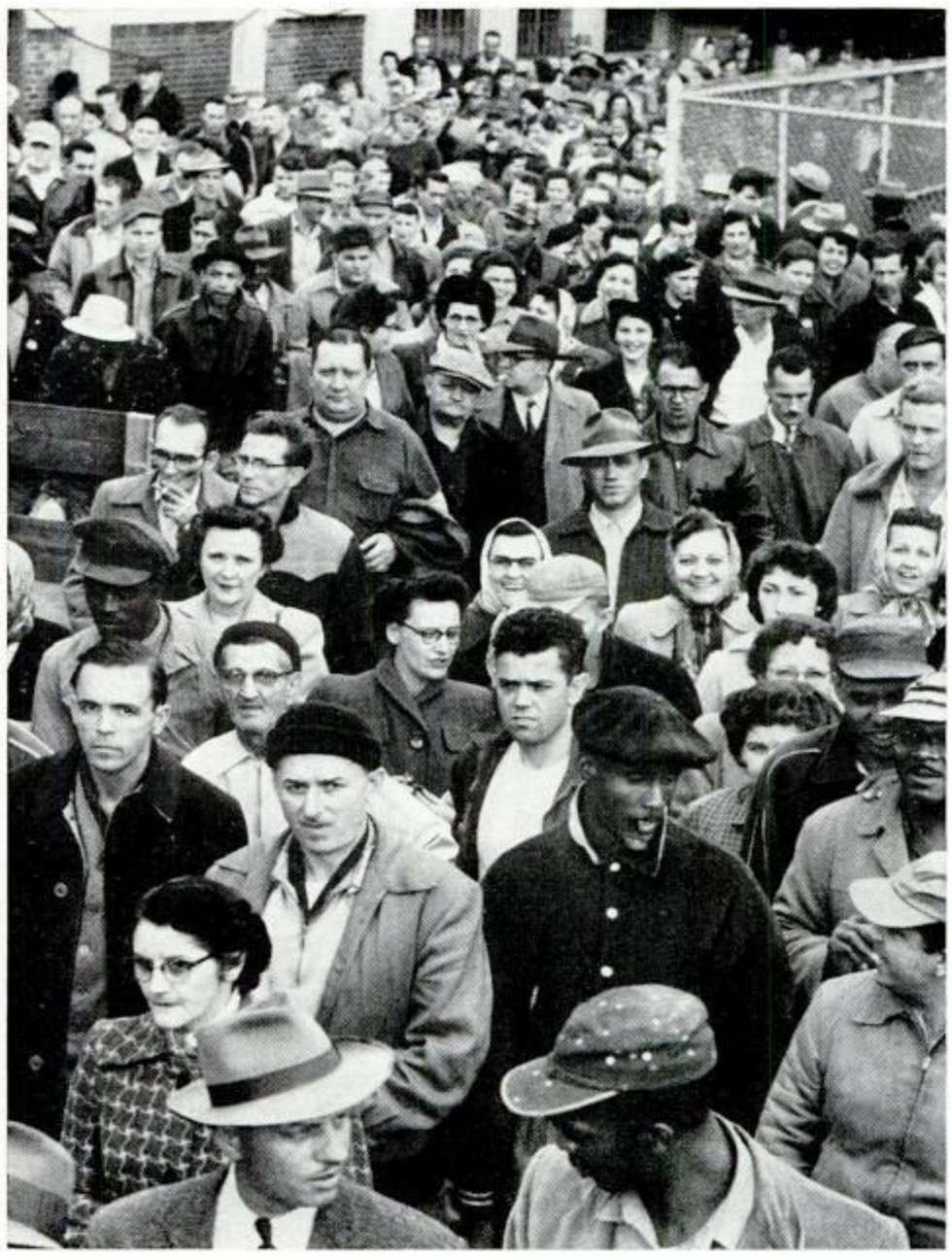
See "HAWKINS FALLS" NBC-TV network Monday through Friday



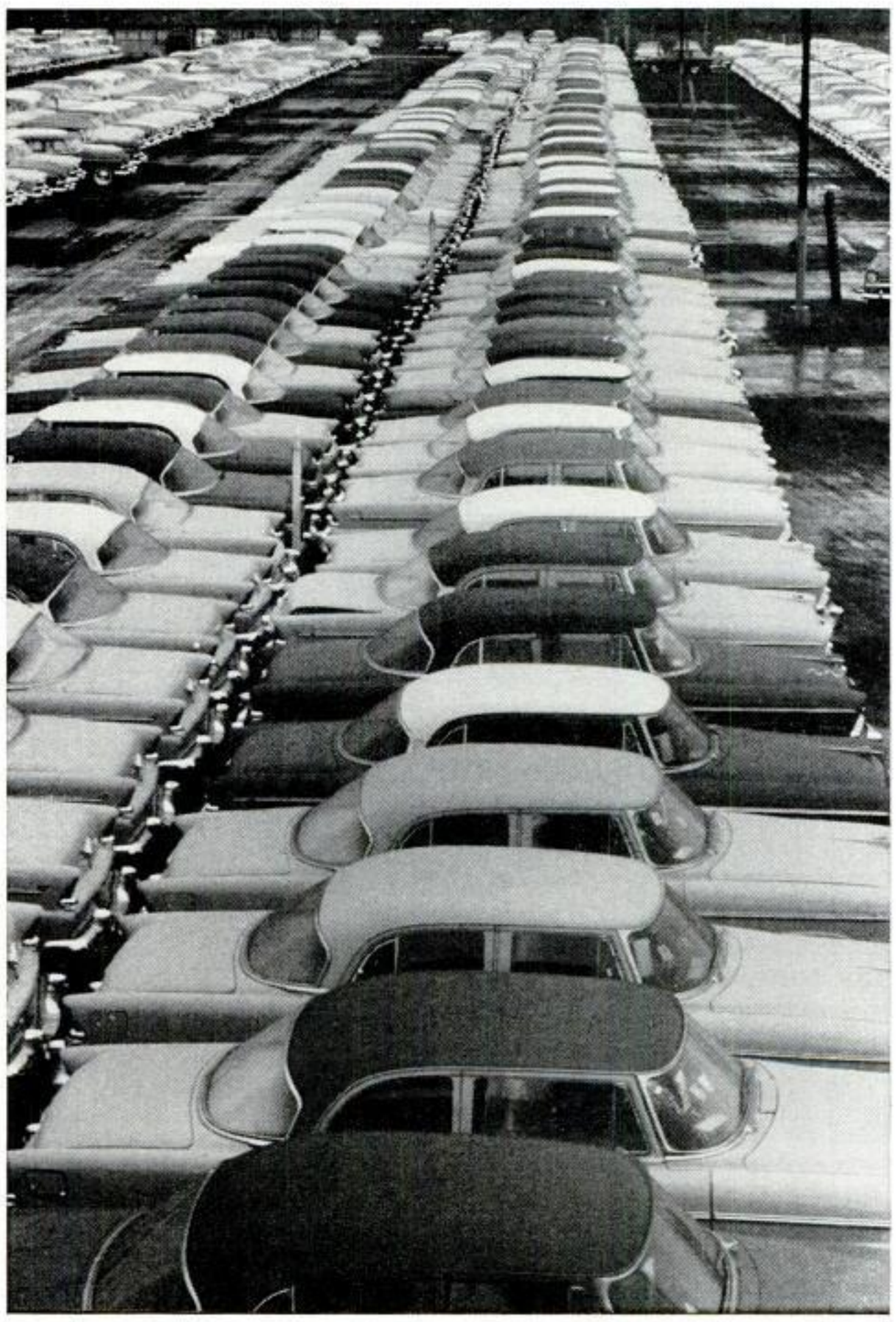




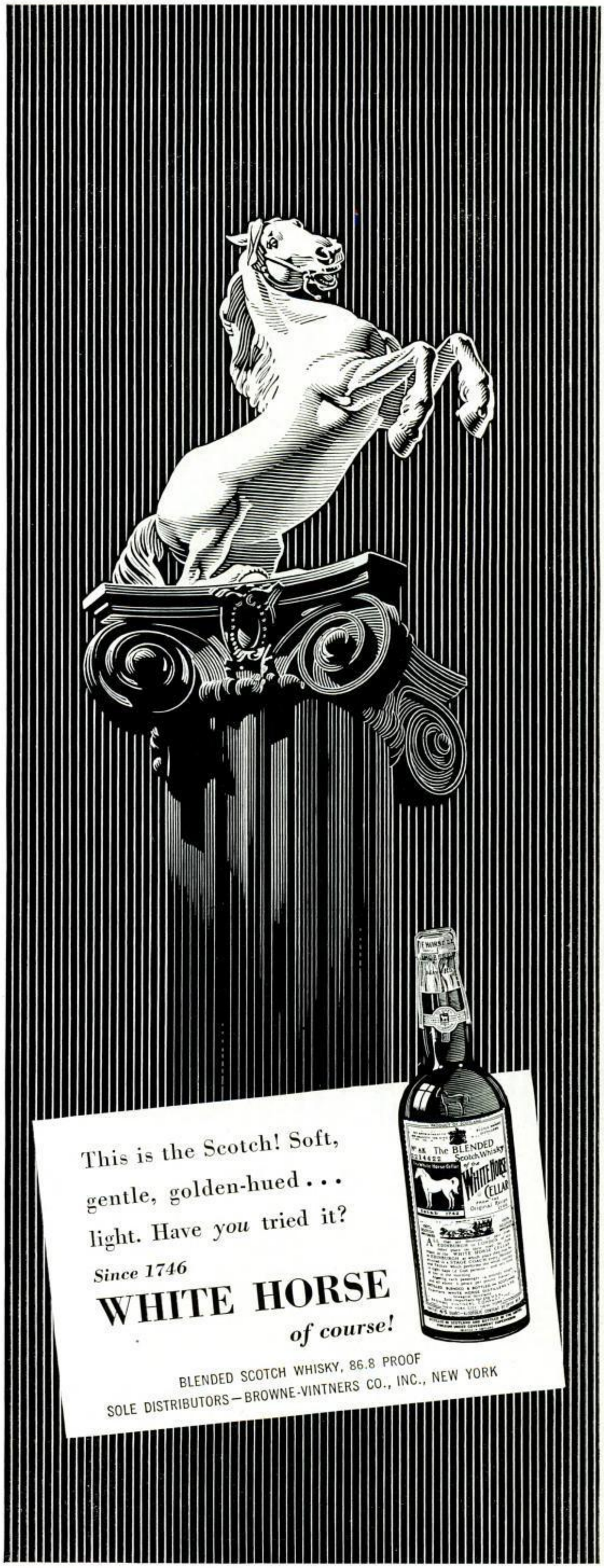
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CROWDS OF WORKERS leave Dodge plant in Detroit. Operating with reduced crews during summer, Chrysler's plants are now near full employment.



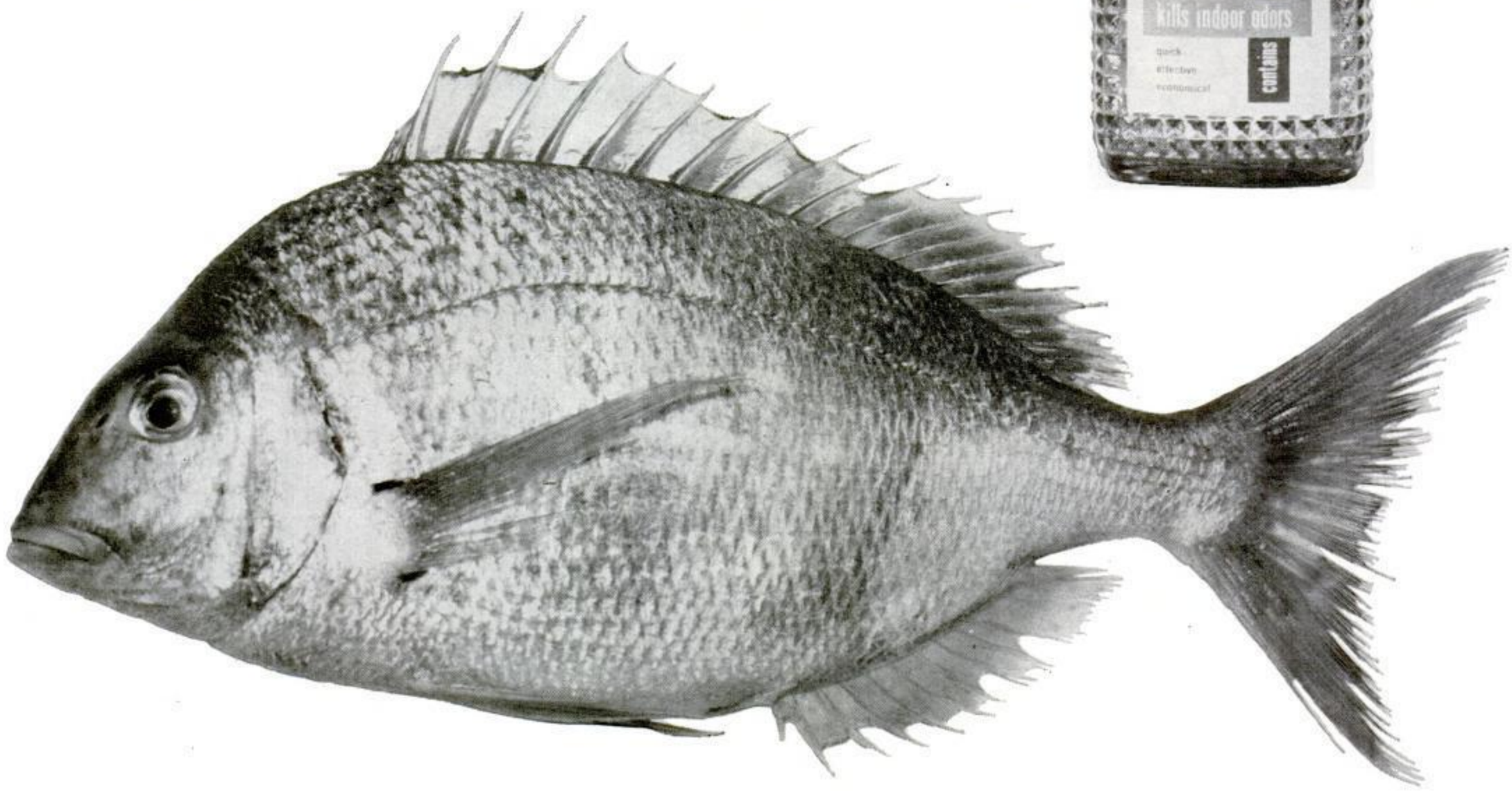
HUNDREDS OF PLYMOUTHS await shipment in Detroit. The corporation sold only 11% of all U.S. cars this year, expects to climb to 20% in 1955.



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when you've fish to fry...keep by !



proved 3 times as effective as imitations !*

air-wick kills unpleasant indoor odors like nothing else possibly can. It's the only household deodorizer that contains **chlorophyll.** And when tested against imitations, **air-wick** was scientifically proved to be 3 times as effective. Other products try to look like **air-wick,** but none of them works like **air-wick.** That's why more women buy **air-wick** than all other household deodorizers combined...not only in the United States but also in Canada and 54 other countries around the world! So for greater economy and effectiveness, use only genuine **air-wick** to kill disagreeable odors from cooking, stale tobacco smoke and other sources...upstairs and down.

Guaranteed by Good Housekeeping

...remember! 5 o'clock is cooking time...so 5 o'clock is always air-wick time

*The findings of 2 authoritative research laboratories.

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GIVING SALES TALK TO THE RANCH OWNER AND HIS CHILDREN ON HIS ABILITY TO STOP A DROUGHT, THE RAINMAKER TOSSES PITCHER OF WATER IN HIS FACE

LOVE WALKS IN ON LIZZIE

A rainmaker works magic on Geraldine Page

Out on his ranch Mr. Curry's land was parched for rain and his tomboy daughter, Lizzie, was parched for love. She had her eye on a girl-shy young sheriff, but nothing happened until a professional rainmaker came along with a warm heart and a gift of gab. As things turned out, the rainmaker worked his magic sooner on Lizzie than on the weather.

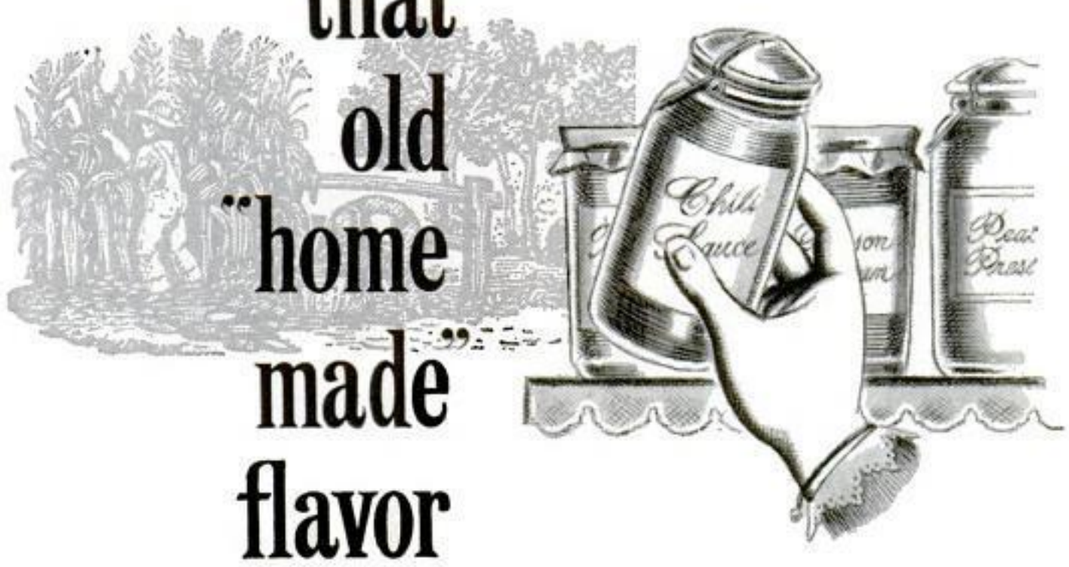
As Lizzie, in *The Rainmaker* by N. Richard Nash, Geraldine Page, who gained stardom as a dramatic actress (LIFE, March 2, 1953), rips into her first comic role. Busy as a cricket on a hot griddle, she hops, flutters and runs through her manhunt—perhaps a bit too wildly. But aided by some able actors and a plot which contains enough genuine compassion to counteract its corn, she gives Broadway an evening of enjoyable theatrics.



WORRIED RANCHER (Cameron Prud'homme) wonders how to get a husband for daughter Lizzie.

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that old "home made" flavor

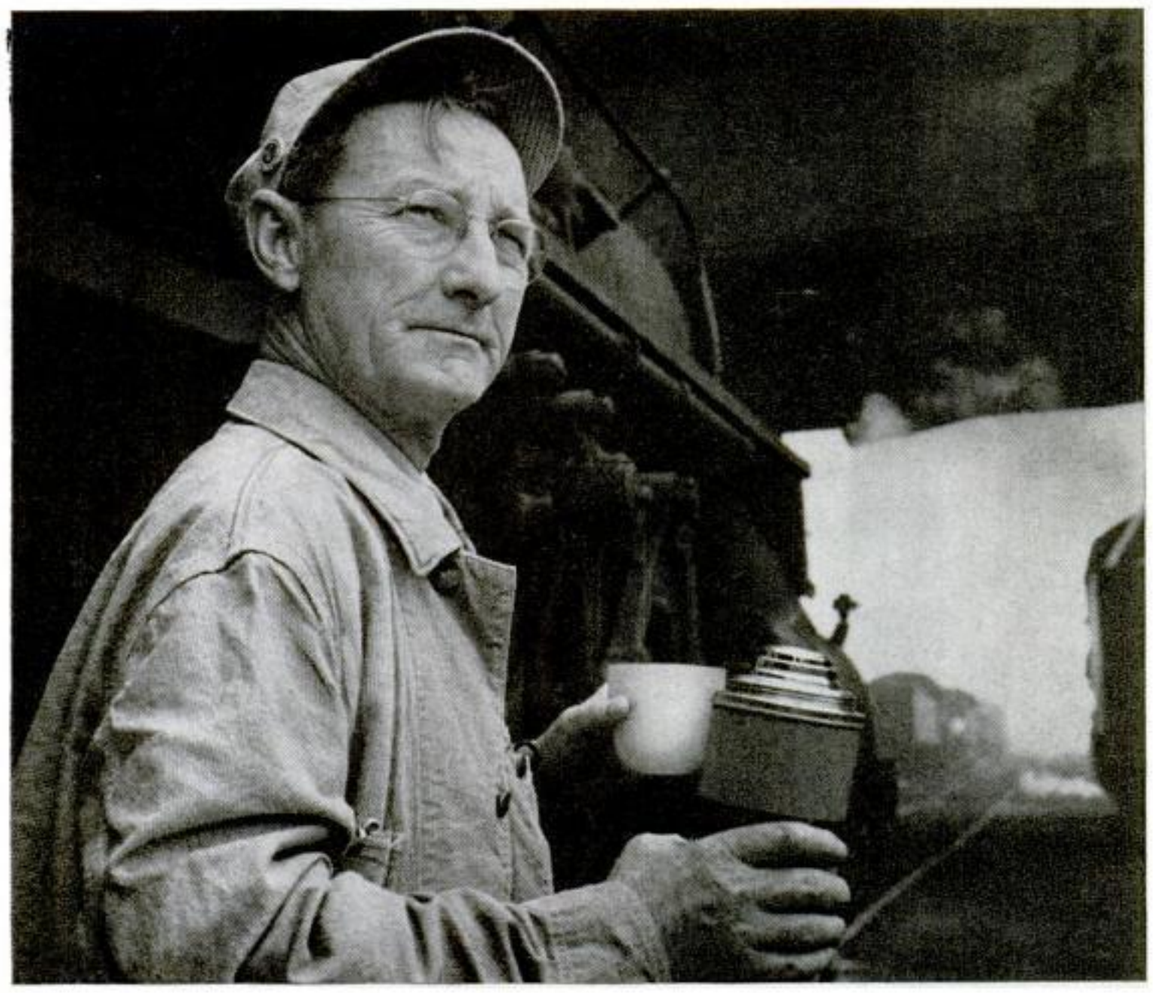
in a store-bought chili sauce!



The last of the chili sauce Grandma "put up" may be gone—but the wonderful flavor lives on in BENNETT'S Chili Sauce!
Here is that same goodness you used to spoon out of a Mason jar back home . . . rich tomato stock, warm spices, crisp chunks of peppers and pickles slowly simmered into perfect harmony.
Adds mouth-watering delight to meat, sea food, poultry . . . any kind of dish.

Bennett's CHILI SAUCE

Recipe Foods, Inc. • Baltimore 15, Md.

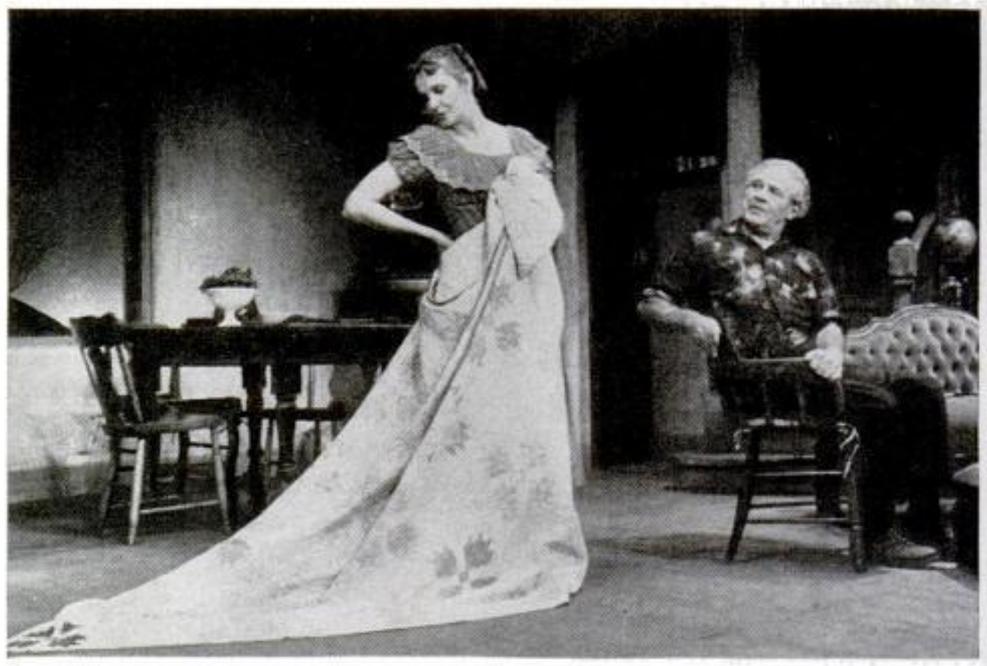


On schedule, and time for a "Coffee-break"

The throttle is at rest. Yet the engineer still feels the vibration and hears the rumble. He still peers ahead as if looking for signals. But now, he swings himself down from the engine cab for a 6-minute stop, and says to his fireman, "*How about some good hot coffee?*" What a heartening idea when you're tired. What a great way to relieve the tension. Coffee! It's full of flavor—and for only pennies a cup. During *your* day, too, don't you welcome the question, "how about some good hot coffee?" At home, on the job, enjoy coffee often and make it right. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. Give yourself a "Coffee-break." Think better, work better, feel better.

PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, New York

SHE TRIES TO ACT FANCY









SPINSTERISH LIZZIE decides to cast off her drab ways and be a man-killer. With an old quilt over her shoulders, she struts around for her sympathetic father and plans to send to New York for a fancy party dress. "I'm going to paint my mouth." she says, "so it looks like I'm always whistling!"

CONTINUED ON PAGE 146

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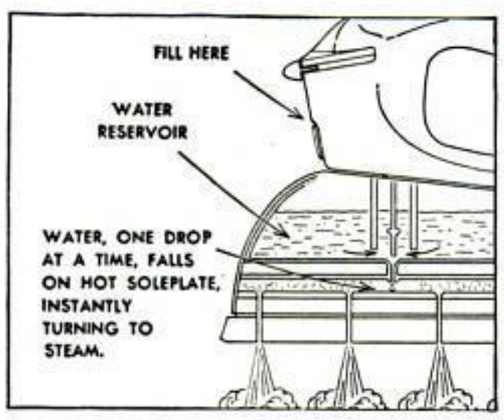
New G-E Steam and Dry Iron—

IRONS MOST FABRICS WITHOUT SPRINKLING!

USE IT AS A **STEAM** IRON



1. IRON WITHOUT SPRINKLING... everything except heavy cottons, linens and starched fabrics! The steady flow of steam moistens fabrics, saves you the time and work of sprinkling.



2. INSTANT STEAM! Drop by drop, water falls on hot soleplate, flashes instantly to steam. Steam stops automatically when iron is placed on heel rest. Uses ordinary tap water in all but extremely hard water areas.



3. PRESS LIKE A TAILOR! Press without a pressing cloth, *see* where to put creases. Save money on pressing bills—you can do pressing jobs at home, professionally.

It saves you time, work and money!



It's two irons in one!

STEAM & DRY IRON ONLY $17.95*

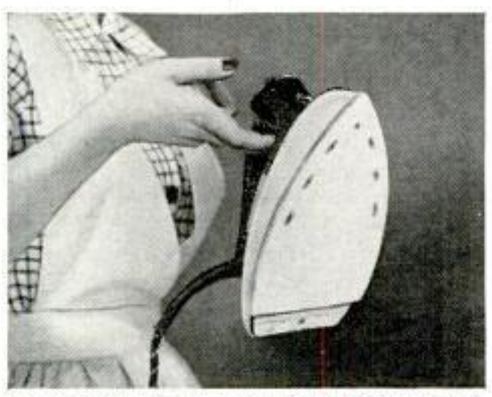
**Manufacturer's recommended retail or Fair Trade price.*

See these other wonderful irons at your G-E dealer's: G-E Visualizer Iron ($12.50*), G-E Budget Iron ($9.75*), G-E Steam Travel Iron ($14.95*), G-E Automatic Travel Iron ($12.50*)

USE IT AS A **DRY** IRON



1. FOR HEAVY COTTONS, LINENS and starched fabrics, use it as a *dry* iron. Press the button to change steam iron to dry—no need to let it cool or empty the water. You make the change instantly!



2. LIGHT, LIGHT WEIGHT! Only 3¼ pounds! Weighs less than a woman's purse. Means easy handling and less work. Larger soleplate—more than thirty square inches of ironing area—means fewer strokes.



3. NO MORE SCORCHING! Visualizer Fabric-dial gives perfect heat for whatever fabric you're ironing! See it at your G-E dealer's today! General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

Progress is our most important product

GENERAL ELECTRIC

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non-oily stain resistant
durably water repellent
permanently wrinkle resistant
comfortably porous



Look for this tag!

Unisec prints come in a wide range of patterns and color combinations...will not wear off or rub off... will take lots of wear with little care. Look for genuine Unisec prints on all types of men's, women's and children's apparel...at leading stores.

Look also for tags featuring these other United finishes: **UNIDURE • UNIFAST • UNIDYE**

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ELECTRIC
FOOD WARMER

Electric Trivet—for use at the table



keeps foods piping hot—for tastiest serving

Here is a gracious new aid to modern living . . . an up-to-date version of the colonial trivet. A thousand and one uses—for keeping hot foods hot away from the kitchen. Can't scuff or scorch table surfaces. Authentic colonial reproductions. Black cast iron. Tarnish proof heating plate.



PRACTICAL FOR EVERY DAY
Just plug it in . . . to keep hot foods, beverages, soups, sauces ready to serve at their tastiest best.

EXTRA NICE FOR ENTERTAINING
Ideal for buffet suppers, cocktail and dinner parties, TV dinners, impromptu get-togethers on porch or patio.

Choice of styles: Norfolk (illustrated) and Suffolk. At Department Stores, Hardwares, Gift Shops. Or write:
Lindavap Incorporated
Box 638 Ann Arbor, Mich.

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Williamsburg Food Warmer is slightly higher priced in Canada . . . . Lindavap Limited, 1445 London Street West, Windsor, Ontario.

ACT GETS HER NOWHERE







PUT TO THE TEST, Lizzie is still clowning with her father when the sheriff (Richard Coogan) she hopes to marry finally decides to call. She treats him awkwardly and then resorts to clumsy kittenishness. He is coldly unimpressed and bawls her out for "sashayin' around like a dumb little fool."

CONTINUED ON PAGE 148

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Even without touching the machine
you can do these lovely stitches.

there's nothing like a NECCHI

First with zigzag sewing... first with truly automatic sewing...
first with dozens of basic improvements which make it possible for anyone
to do beautiful sewing. You don't have to be an expert!

only automatic **NECCHI** gives you all these advantages

Without attachments... Sews straight and zigzag, forward and reverse
* Overcasts seams * Blindstitches hems * Hemstitches * Mends and darns * Sews on buttons
* Makes buttonholes * Appliques * Monograms * Embroiders.
The exclusive Necchi Wonder Wheel makes dozens of beautiful embroidery stitches, automatically.

only automatic **NECCHI** has the amazing one-finger lift-up

Why lift 80 pounds? With Necchi's exclusive, and patented, new one-finger lift-up, you can lift the machine from the cabinet or lower it by just the touch of a finger...while sitting in sewing position. No effort, no strain. You have to see it to believe it.

There's a Necchi to suit every home, every budget; straight stitch model BC only **$98.95**





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Guaranteed by Good Housekeeping and certified by U.S. Testing Company. Parts and service available at 2,300 dealers in the U.S. See phone book for authorized dealer.

FREE BOOKLETS! Send for booklets telling "How To Select a Sewing Machine" and "What the Automatic One-Finger Lift-up Means to You".

NECCHI Dept. N411, 164 W. 25th Street, New York 1, N. Y. or 3445 Park Avenue, Montreal, P. Q., Canada

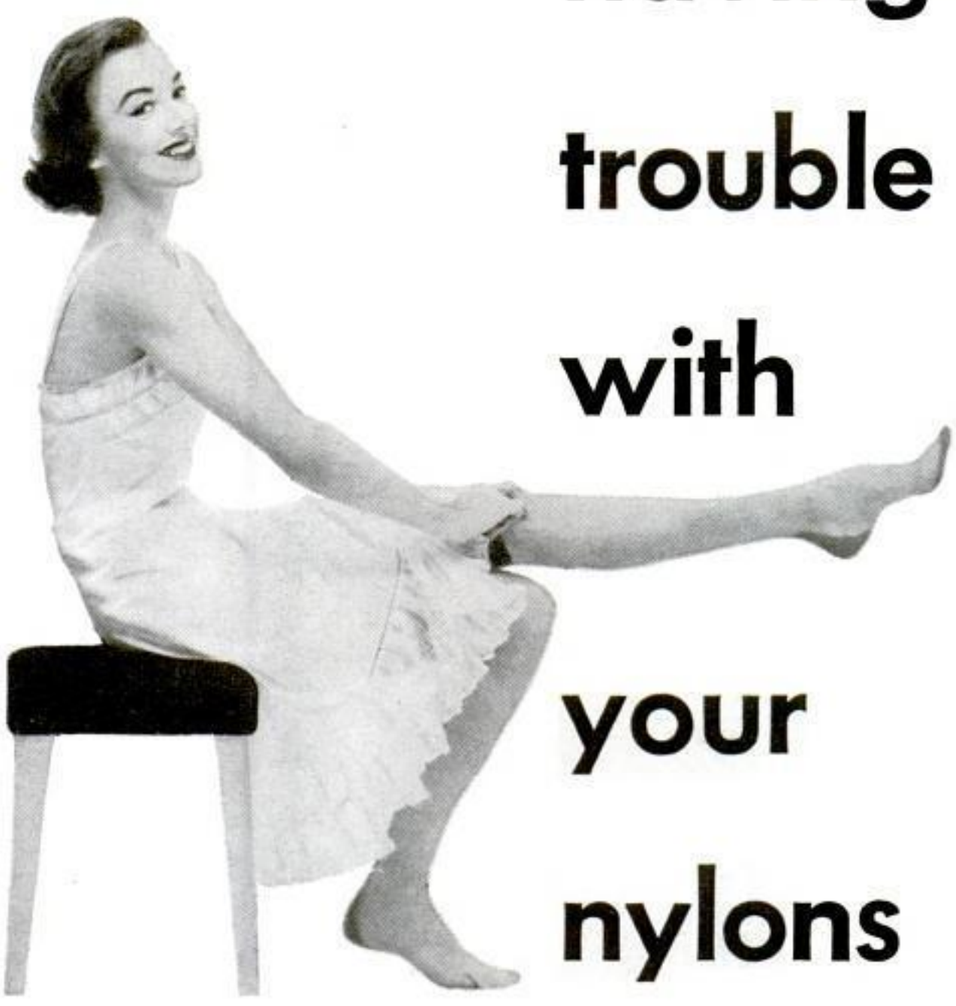
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© 1954 Necchi Sewing Machine Sales Corporation

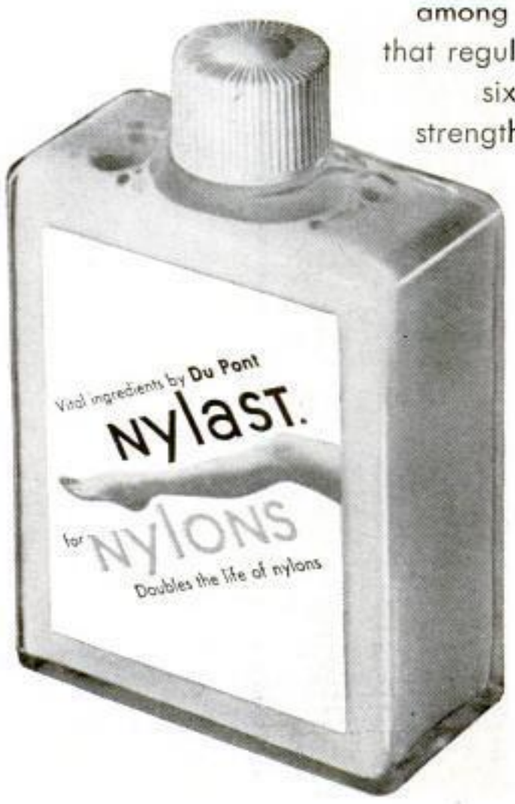
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having trouble with your nylons ? ? ? ? ? ? ? ? ? ? ? ?

Haven't you been embarrassed and annoyed time and again by snags and runs? Then *stop washing your nylon stockings the old-fashioned way...with soaps and flakes...start washing them with Nylast!*

You see, soaping weakens nylons...but Nylast strengthens them! Yes, amazing new Nylast, made exclusively for nylons, actually strengthens and protects nylon stockings as it washes them. Why? Because Nylast contains vital ingredients by **DuPont** that coat each nylon thread with invisible protection against snags and runs. A survey among thousands of women proves that regular Nylast users average sixteen extra wearings! So tonight, strengthen and protect your nylons as you wash them. Cut your hosiery bills in half. Get Nylast at your favorite store or supermarket.



NYLAST*
for washing nylons

A product of Seeman Brothers, makers of Air-Wick, and distributors of other dependable household products for 67 years.

*NYLAST IS A TRADEMARK OF SEEMAN BROTHERS, INC. ©1954, SEEMAN BROS., INC., N.Y.



WITH TOMBOY HORSEPLAY Lizzie pulls chair from under the vagabond rainmaker (Darren McGavin), who has invited himself to dinner and guaranteed the skeptical ranchers that he can produce rain if they give him $100.



WITH TENDERNESS the rainmaker tells Lizzie to imagine herself as lovely Queen Melisande and crowns her with a tin funnel. Transformed by his admiration, she has to choose eventually between two proposals of marriage.

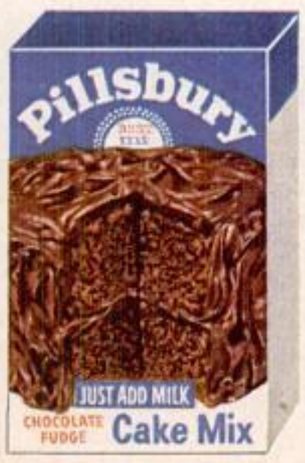
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Any big eyes at your house?

All it takes to work this kind of magic is one mother and one package of Pillsbury Cake Mix. When the two get together, something wonderful always happens. Pillsbury, the leading cake mixes, the ones with choice, country-fresh eggs right in the mix. Milk is *all* you add.



WHITE



CHOCOLATE FUDGE



GOLDEN YELLOW



SPICE



P.S.—Add water to Angel Food

Pillsbury
CAKE MIXES

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9500 SKIN TESTS PROVE . . .

Palmolive Soap Is Mildest! Better for Complexion Care!

BETTER THAN ANY LEADING TOILET SOAP... FLOATING SOAP... EVEN COLD CREAM!

PALMOLIVE PROVED MILDEST!



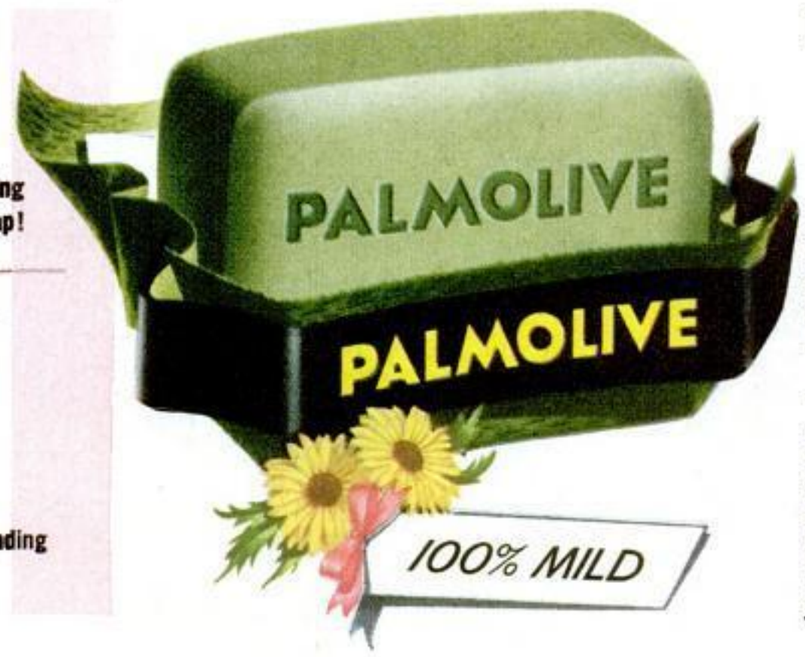
Palmolive Is Proved Milder than Any Other Leading Beauty Soap or Castile Soap!



Palmolive Is Proved Milder than Leading White Floating Soaps or Deodorant Soaps!



Palmolive Is Proved Even Milder than America's Leading Cold Creams!



Skin Specialists Agree:

Milder Cleansing is Better for Your Complexion!

A mild soap means: less irritation . . . more gentle cleansing . . . softer, smoother skin. Palmolive brings you all these benefits—yes, Palmolive is better for skin care—because it's the *mildest* of them all. That's why no other leading soap or cold cream gets skin thoroughly clean as gently as Palmolive!

So change today to Palmolive's Beauty Plan . . . gently massage Palmolive's lather onto your skin for 60 seconds, 3 times a day. Rinse; pat dry. In 14 days or less, see if you don't have *softer, smoother, brighter skin*—that Schoolgirl Complexion Look! You'll find that Palmolive Soap is the *mildest* of them all—*far better for complexion care!*

PALMOLIVE SOAP HELPS YOU GUARD THAT SCHOOLGIRL COMPLEXION LOOK!

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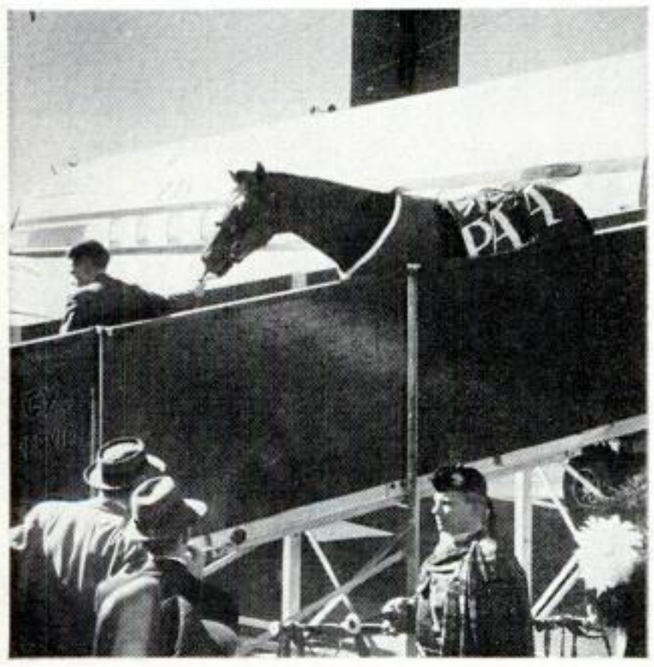
HORSE PSYCHIATRIST BROOK

HER MAJESTY'S HORSE

Psyched steed runs in the U.S.

Queen Elizabeth II, one of England's most successful race horse owners, is also one of its most unorthodox. While other horse people dutifully muffled their snickers, she retained a Harley Street psychiatrist to treat her horses—Charles Brook, a specialist in animal psychiatry. Brook came to the queen's stables and putting one hand on a nervous horse's withers, the other under its belly, he stroked the animal softly, muttering soothing words. "I get to watching him," said a queen's groom, "and have to walk outside or else I'll laugh in his face." But the treatment seemed to improve her majesty's more cantankerous thoroughbreds, including a black colt called Landau.

Landau gave the queen a further chance to show her unorthodox ways. Defying her experts, she sent him to the U.S. for a 1½-mile race at Laurel, Md., longer than he likes to run. When the queen mother, visiting the U.S., asked last week who won the seventh at Laurel, people hardly wanted to tell her (*turn page*).



ARRIVING IN U.S., Landau disembarks at Baltimore. He was welcomed by 25 musicians in kilts.

DECKED IN ROYAL COLORS, Jockey Willie Snaith at Laurel wears purple, gold braid and scarlet. →



THE QUEEN'S HORSE, galloping to post for the 1954 English Derby, draws admiring glances from his owner and the queen mother (*far left*). Landau finished out of money but won his next two races.



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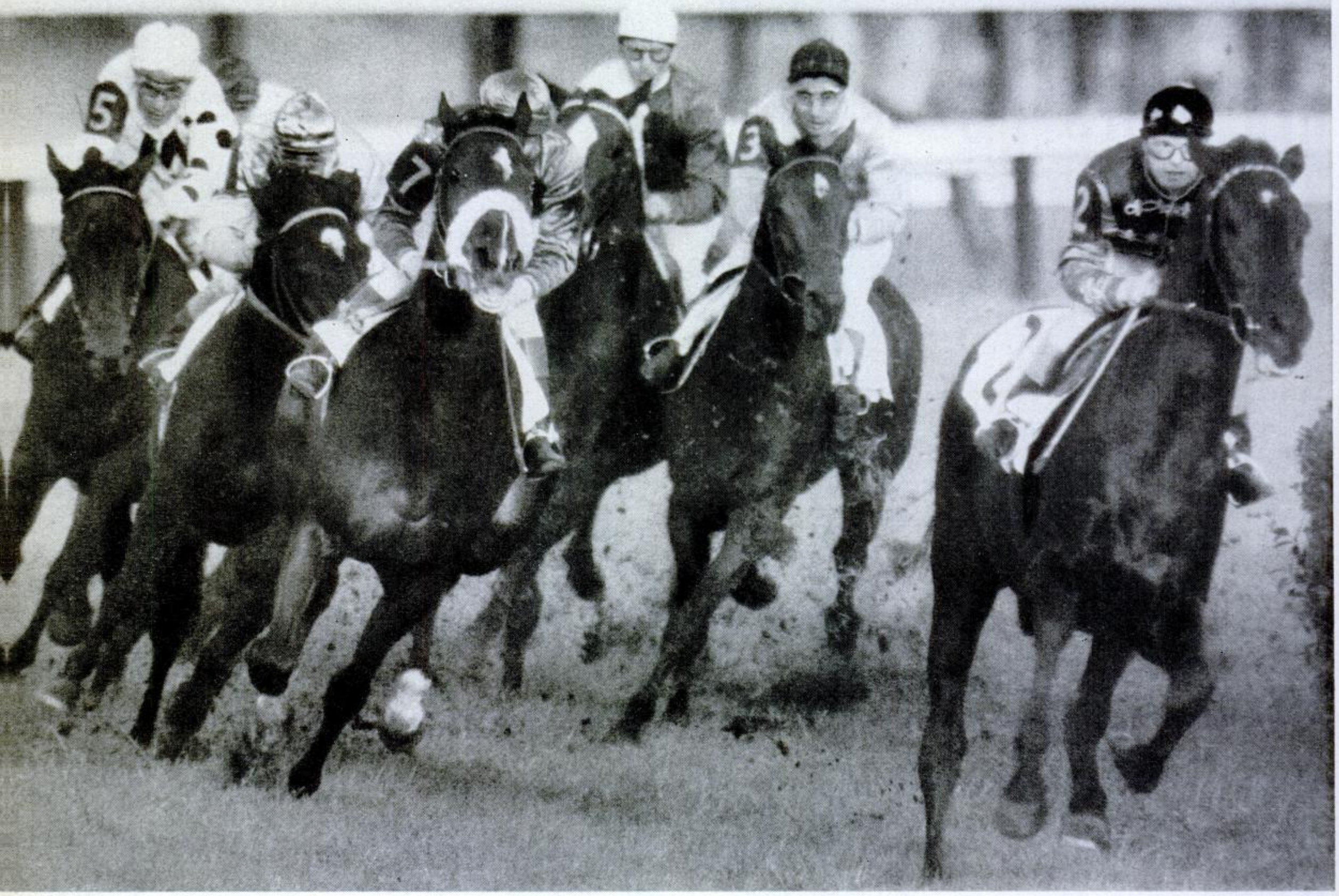
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Queen's Horse

CONTINUED



WALK-UP START gets Landau (*second from the right*) off well. This European way of starting a race was used because most of the field came from abroad.



OUT IN FRONT AFTER A HALF MILE, JOCKEY SNAITH KEEPS LANDAU (RIGHT) UNDER A HOLD. HE WAS TRYING TO SAVE SOMETHING FOR FINISH OF LONG RACE



FINISHING LAST IN FIELD OF SEVEN, LANDAU (LEFT) CONFIRMS THOSE WHO SAID RACE WAS TOO FAR. HE COLLAPSED AFTER RUNNING A MILE. A U.S. HORSE WON

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The Big News in Insurance for Millions of Families is Living Insurance

Equitable's new kind of insurance costs less . . . builds greater security . . . is more flexible . . . has high cash values.

"What's all this talk about a new kind of life insurance?"

The facts are plain. Equitable offers—right now—a special policy that more American families than ever can afford to buy. Premium rates are lower. Benefits are higher and can be paid out in a great variety of ways. You don't have to die to win.

Equitable's new low-cost, economy-size package provides real "living insurance." Here's why. Of course, your family is protected if you die. But—equally important—you get higher-than-ever cash benefits if you live. And today your chance of living to enjoy these substantial cash benefits is better than ever!

Important savings are yours because you purchase in amounts of $10,000 or more. That's the reason premiums are so low.

For example, at age 35, the premium you pay is 15% less than before—only $23.41 a year per $1000. Annual dividends may be used to reduce your premiums.

That's not all! A big feature of this Special Equitable Policy is its flexibility. It's designed to fit the changing circumstances in your life.

For instance, if you take out the policy at age 35, you are guaranteed the right at age 55 to adjust your policy so that you will not have to pay any further premiums after 65. Or you may exercise the privilege of changing to a policy that will permit you to collect the full face amount at 65 or choose an income plan, whichever you wish. And you do so at a special low rate. Again—you save!

No other policy offers such flexibility at such low cost! Even if you are not a standard health or occupational risk, you may be able to obtain this protection at an appropriately low special rate.

SEE THE MAN FROM EQUITABLE—TODAY

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Please send me—without obligation—further information on Equitable's new low-cost "Living Insurance."

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THE BIG NEWS IN TV COMES FROM RCA VICTOR!

SEE THE NEW "BIG VALUE 3"



RCA Victor TRENT. Ebony finish. Model 17S450

NEW 17-INCH TV $149.95

RCA Victor "MEDALIST 21." Ebony finish. Model 21S501

NEW 21-INCH TV $199.95

Look at those prices! Look at the screen sizes! And then remember that each of these outstanding new values brings you the quality and dependability that make *more people buy RCA Victor every year than any other TV!*

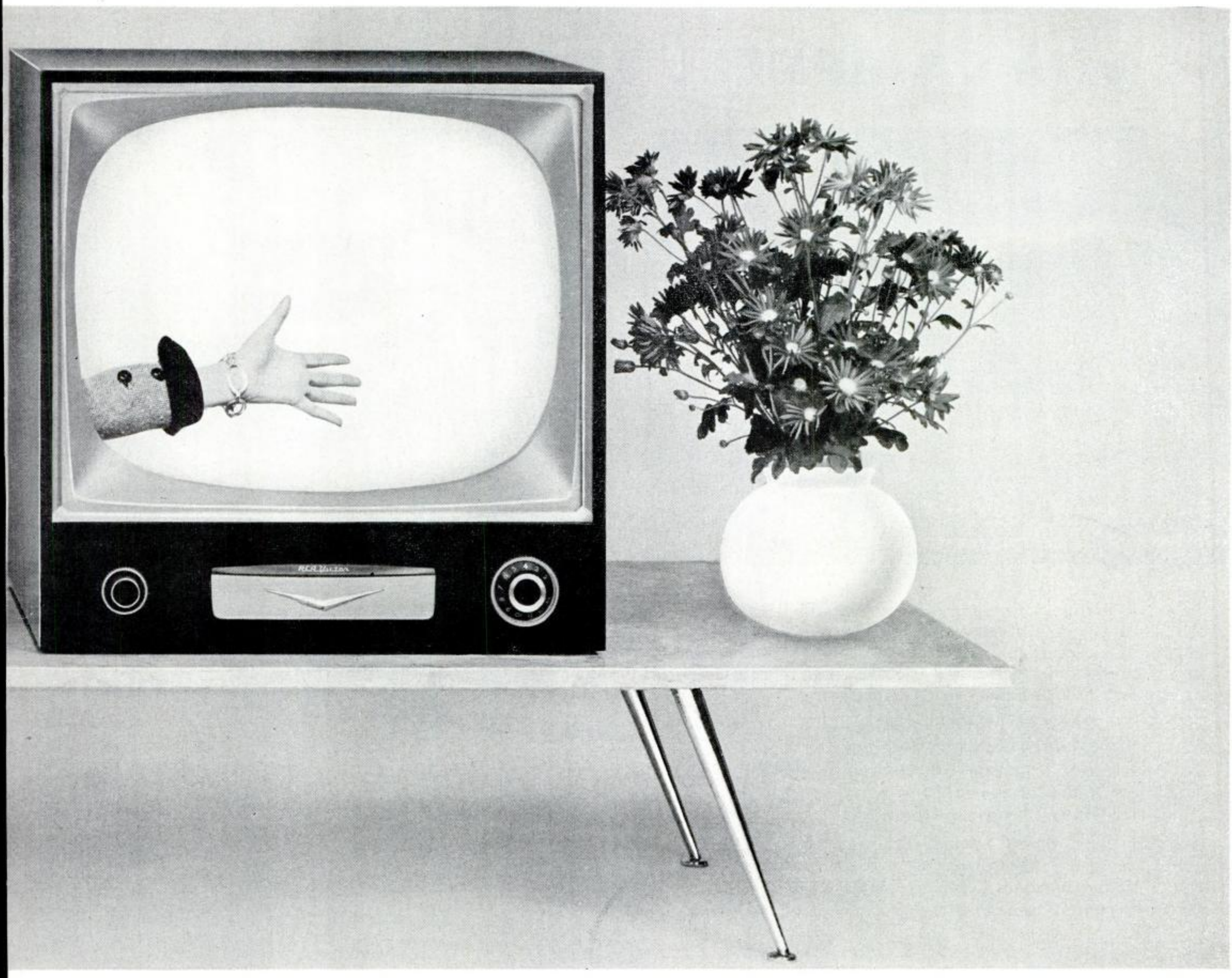
Want to save space as well as money? You can't beat the handsome new 17-inch *Trent* (left), now at your RCA Victor dealer's. It actually takes up 30% less space than previous models! And it can be yours for only $149.95—$30 less than any RCA Victor TV in history. For a few dollars more you can put it on the new "Roll-Around" stand and enjoy TV anywhere in your home!

If your heart is set on big-screen TV, the new 21-inch "*Medalist 21*" (center) is made to order for you. Priced at only $199.95, it features RCA Victor's amazing new "All-Clear" picture tube—*aluminized* for 212% greater picture

TOP VALUE . . . PEAK PERFORMANCE . . .

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OF RCA VICTOR TELEVISION!



RCA Victor BAYLOR. Ebony finish. Model 24S512

NEW 24-INCH TV $299.95

contrast. It also has RCA Victor's new-design tuning dial with 59% greater readability . . . the new "Magic Monitor" chassis for finest reception possible . . . and world-famous "Golden Throat" Fidelity Sound.

For bigger-than-life TV, see the brand-new 24-inch *Baylor* (right)—RCA Victor's lowest priced 24-inch TV ever. Only $299.95, it features a huge family-size screen—yet it costs no more than many a 21-inch set. Its *aluminized* "All-Clear" picture tube gives you a picture so clear you can take snapshots right off the screen.

With prices like these, now's the time to turn over your old small-screen set to the children. It will *pay you* to pay a visit to your RCA Victor dealer and see not only the new "Big Value 3"—but also the greatest variety of luxury consoles and table models ever to carry the RCA Victor name.

And remember! For expert installation and maintenance, RCA Factory Service is available in most TV areas—but only to RCA Victor TV owners.

Suggested VHF list prices, subject to change; slightly higher in far West and South. UHF optional at extra cost.

See NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, November 15. Other Mondays see Sid Caesar, NBC-TV.

AT EVERY PRICE LEVEL $149.95 TO $500

RCA VICTOR Tmks® RADIO CORPORATION OF AMERICA

"HIS MASTER'S VOICE"

EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TELEVISION

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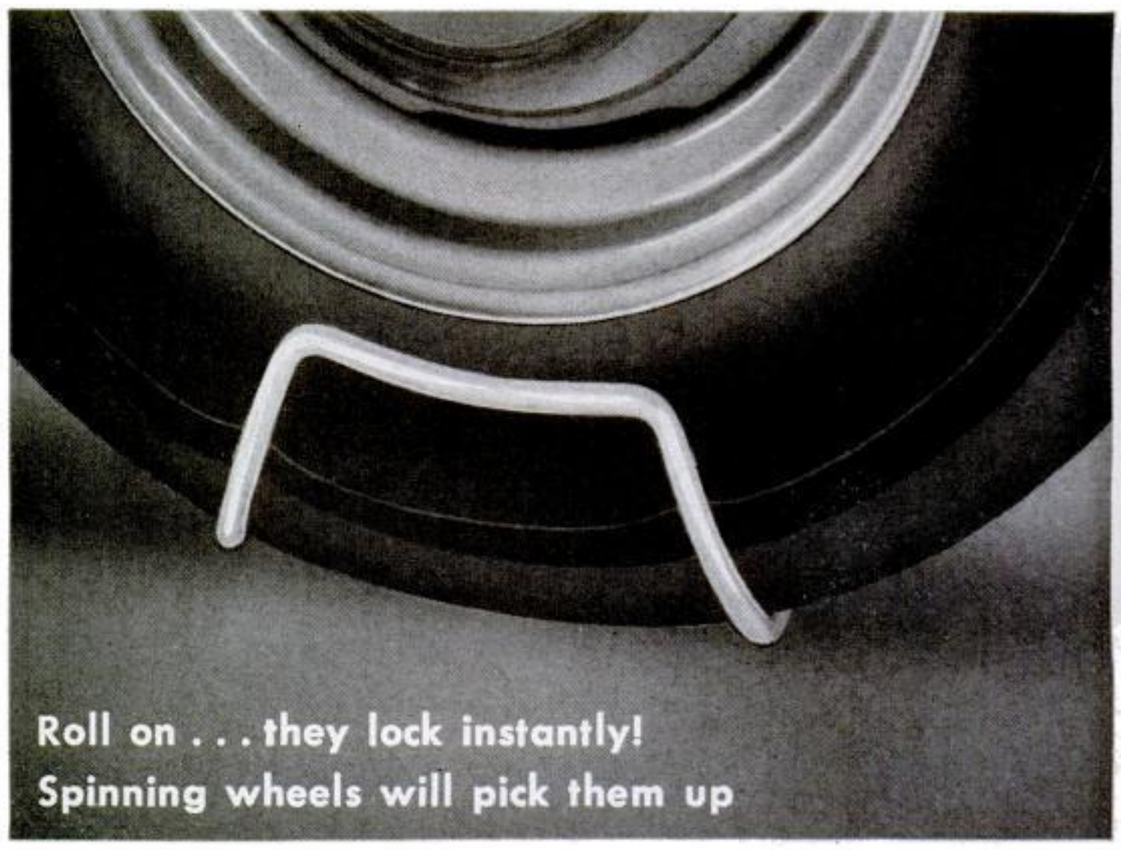
When you're stuck in snow...ice...or mud...

TAKE THE EASY WAY OUT

with CAMPBELL TRACTION KLIPS!



Tuck a Campbell Traction Klip
in front of or behind rear wheels



Roll on . . . they lock instantly!
Spinning wheels will pick them up

So easy—so quick! These brand new Campbell Traction Klips are welcome life-savers when you're stuck. While not designed for regular highway use, they provide the finest emergency traction . . . get you out of ruts . . . up slippery hills . . . away from icy curbs.

- **On or off in just ten seconds!**
- **No dirty hands or clothing!**
- **Won't damage tire tread or sidewall!**
- **Made of special long-wearing spring steel!**
- **Handy lever flips them off!**

Get your pair today! Campbell Traction Klips are available at service stations, garages and car dealers everywhere. **Campbell Chain Company • Main Office, York, Pa. West Burlington, Iowa • Portland, Ore. • Sacramento, Calif.**



CAMPBELL
TRACTION KLIPS

for a SURE START when you're stuck

Patented

If your service man has not yet received his shipment of Traction Klips, mail this coupon. Your Klips will be forwarded immediately. Just $5.00 postpaid.

Campbell Chain Company—York, Pa. Sorry, no C.O.D.s

Send me_____pairs of Traction Klips (@$5.00 per pair) to fit the following tire sizes:
(quantity)

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My check / money order in the amount of $_____is enclosed.

Name_____

Address_____

City_____Zone_____State_____

When your driving calls for complete chains . . . GET

CAMPBELL *Kwik-On* TIRE CHAINS

On your car in less than one minute per wheel!

The chain you've been asking for! Simple—easy—quick—clean to use anywhere, under any conditions.

Just slip chain over the wheel with handy handles—fasten in back with Jiffy Hook—adjust and lock. No job at all, even for women. And special plastic sleeve protectors come with each set.

Available at filling stations, garages and car dealers.

- **No Jacking or Moving Car—No Dirty Work!**
- **No Hard-To-Fasten Inside Lock—zip on easily in snow or mud!**
- **Available with Highway Service or Lug-Reinforced cross chains!**



Use handles to drape on chain



Fasten in back with "Jiffy Hook"

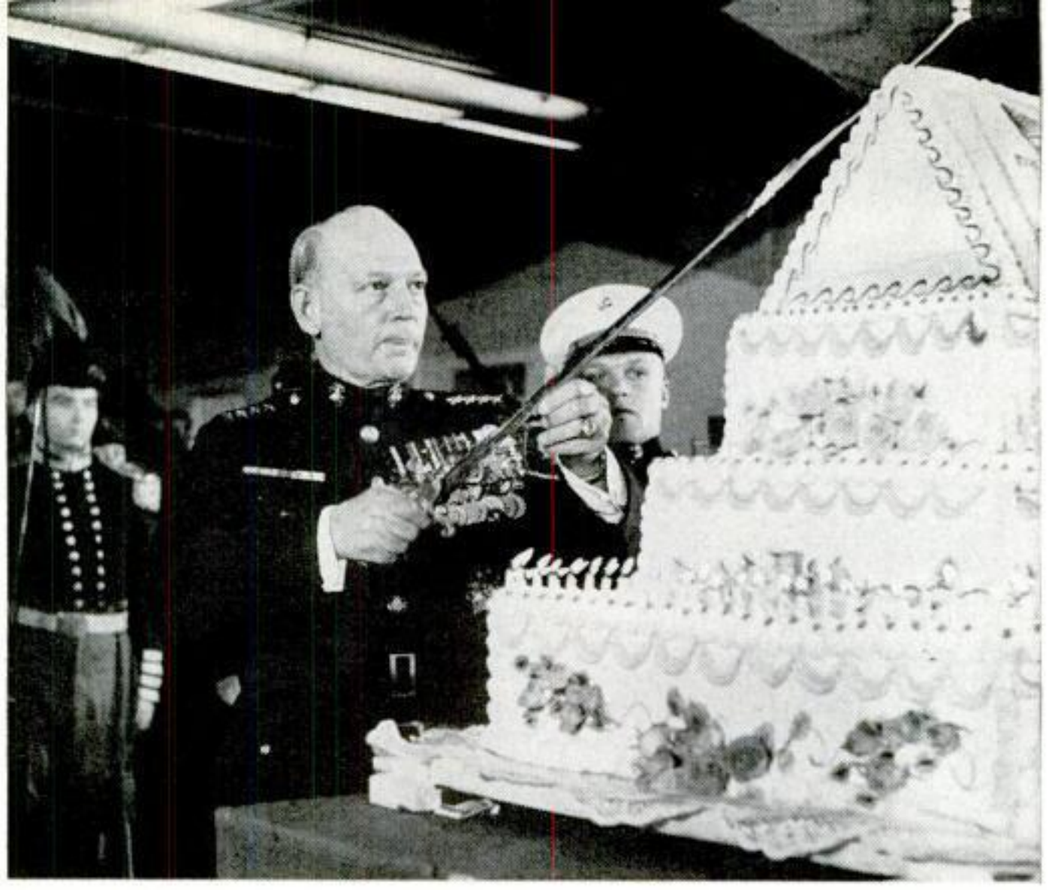


Adjust the chain and lock

AN ASSAULT ON A CAKE

Marines set up ceremonial beachhead for birthday

From boot camp to battlefield U.S. Marines are drilled to do things with perfect military precision. But Marine Commandant Lemuel C. Shepherd Jr. still wanted to be sure that his leathernecks were finely trained in cake-cutting, which celebrates Marine Corps birthdays. With the Corps near its 179th anniversary, he ordered full-dress rehearsals and dropped in at the Naval sail loft in Washington, D.C. to practice up himself. As he entered, Drummer John Aloi assumed the position of "prepare to play" (*below*). Then, at the crucial moment, the senior cake escort passed a sword to the Marine commandant, who stood ready to slice away (*right*).



WITH 100-YEAR-OLD SWORD, GENERAL SHEPHERD DRAWS BEAD ON CAKE

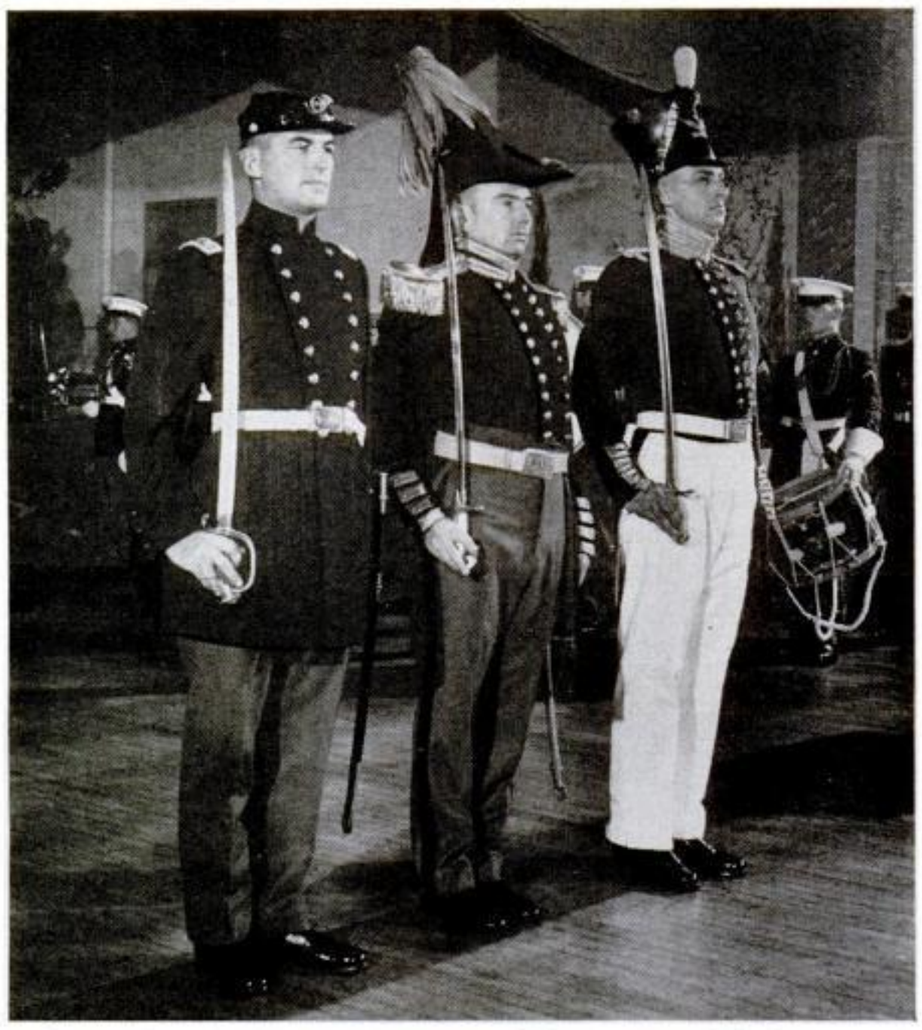


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EARLY MARINE STYLES are modeled in rehearsal of birthday pageant. Marine at left is standing at attention in Revolutionary War uniform, Marine in center marches with musket and in uniform from War of 1812, while three sword-shouldering men at right appear in attire covering period from 1830 to Civil War.







MODERN MARINE FASHIONS include Spanish American War battle dress (*left*), World War I uniform (*center*) and World War II fighting garb (*right*). As dress became more functional, there was a reduction in the number of buttons, and the high collar was finally eliminated on all but dress uniforms in 1928.

LEATHERNECKS MODEL FOR PARTY

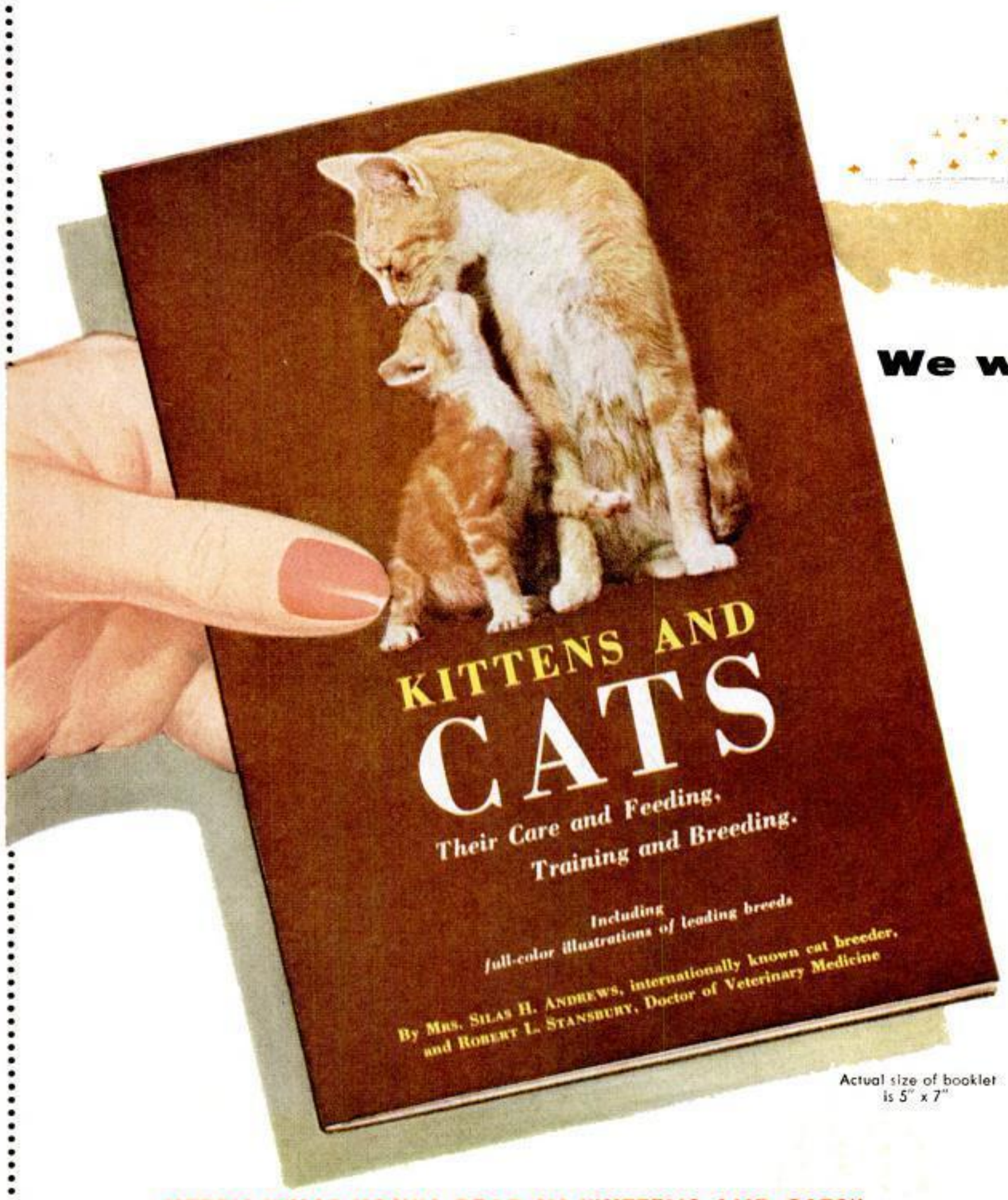
While some officers and men participated in cake-cutting practice, others strutted about smartly in a sampling of Marine attire (*above*) dating back to the American Revolution. This part of the birthday program, an exhibit of the famed Marine spit and polish, is intended to recall glorious traditions often forgotten in peacetime. But missing from the fashion show was the swagger stick (*right*), picked up from the British about 1900 and then dropped by the Marines after World War I. Once again officers and non-coms are being urged to carry them to add dash to their dress. Marines may also find swagger sticks keep them from committing the unpardonable military offense of putting their hands in their pockets.



SPORTING NEW SWAGGER STICK, A MARINE CAPTAIN RETURNS A SALUTE →

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So you've just acquired a Cat!



Actual size of booklet is 5" x 7"



We want to send you,
almost as a gift, a copy of

"KITTENS and CATS"

a completely new and exclusive 40-page book about cats and their care...authoritative, lively, readable, beautifully illustrated.

We want to send you "KITTENS AND CATS" to help you enjoy to the utmost your new status as a cat owner!

For you'll have so much to enjoy! There are so many things you may expect of a cat. Do you want a playmate for the children? A companion for yourself? A pet that will live happily, contentedly in a small room, if that is where you must live? Do you want a valiant hunter of rodents? Do you want a pet as versatile as this...and yet one that is beautiful to look at, impressively dignified, amusingly playful?

You may expect all those things of your cat. And it will ask so little in return! It's simple to care for a cat, but you should know certain facts about its care and feeding. Your copy of "KITTENS AND CATS" will be sent to you, almost as a gift! Just clip and mail the coupon, with three labels from Puss 'n Boots Cat Food and 10c to cover cost of mailing and handling.

HERE'S WHAT YOU'LL READ IN "KITTENS AND CATS"



WHY A CAT? Reasons for owning a cat. Famous cat fanciers.

THE CAT FOR YOU. Pictures and descriptions of leading breeds.



CARE AND FEEDING. The new kitten. Feeding from birth to adulthood. Housebreaking. Toys and exercise. Tricks. Equipment. Travelling.

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CAT CLUBS, SHOWS, AWARDS. Cat clubs and societies. Cat shows.

SCIENTIFIC FINDINGS REGARDING CAT NUTRITION from the biochemist's viewpoint. Recent discoveries about the nourishment of cats.

"KITTENS AND CATS" is written by Mrs. Silas Andrews, noted cat breeder, and Robert L. Stansbury, D.V.M. It is illustrated by Paul Brown, famous animal artist, and Walter Chandoha, renowned photographer of cats. This book cannot be purchased in bookstores.

YOU'VE OWNED A CAT ALL ALONG?

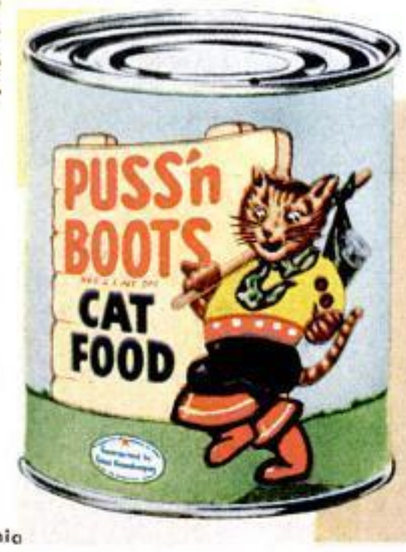
Then you *know* what comfort and fun a cat can be...and *you, too,* will find "KITTENS AND CATS" an interesting and instructive book, delightfully and informally written. Send for a copy for yourself...and don't forget extra copies for your cat-loving friends who may not see this ad.

IF YOU DON'T YET OWN A CAT...

It's so easy to get one...from a pet shop, a cat breeder, your local SPCA or Humane Society, or just ask a cat-owning neighbor who may have kittens to sell or give away!

A WORD OR TWO ABOUT *FEEDING* YOUR CAT

Of all the things you could feed your cat, scientists say that *whole fish* is the best single food of all. *Whole* fish contains nature's own balance of life-giving elements. Puss 'n Boots Cat Food is made of finely ground whole fish to which tasty cereals are added for all-round nutrition. Feed Puss 'n Boots regularly...and you're certain to see your cat at her best.



PUSS'n BOOTS

AMERICA'S LARGEST SELLING CAT FOOD
...ADDS THE PLUS IN HEALTH, BEAUTY, VIGOR

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Send me a copy of "KITTENS AND CATS." I enclose 3 Puss 'n Boots labels (either size) and 10¢ to cover handling and postage.

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New Man of Distinction makes stars glitter

From the silent-film days, when he operated a small make-up studio, until cinemascopic today, no one has done more to glamorize Hollywood's famous faces than Man of Distinction Max Factor. And as new types of film were developed, it was Mr. Factor who developed specialized make-up for each . . . and won an Academy citation for his unique artistry. Today Max Factor cosmetics are known the world over.

At home Mr. Factor is a genial host, proud of his personally prepared dishes and well-stocked liquor cabinet (which naturally includes *Custom Distilled* Lord Calvert).

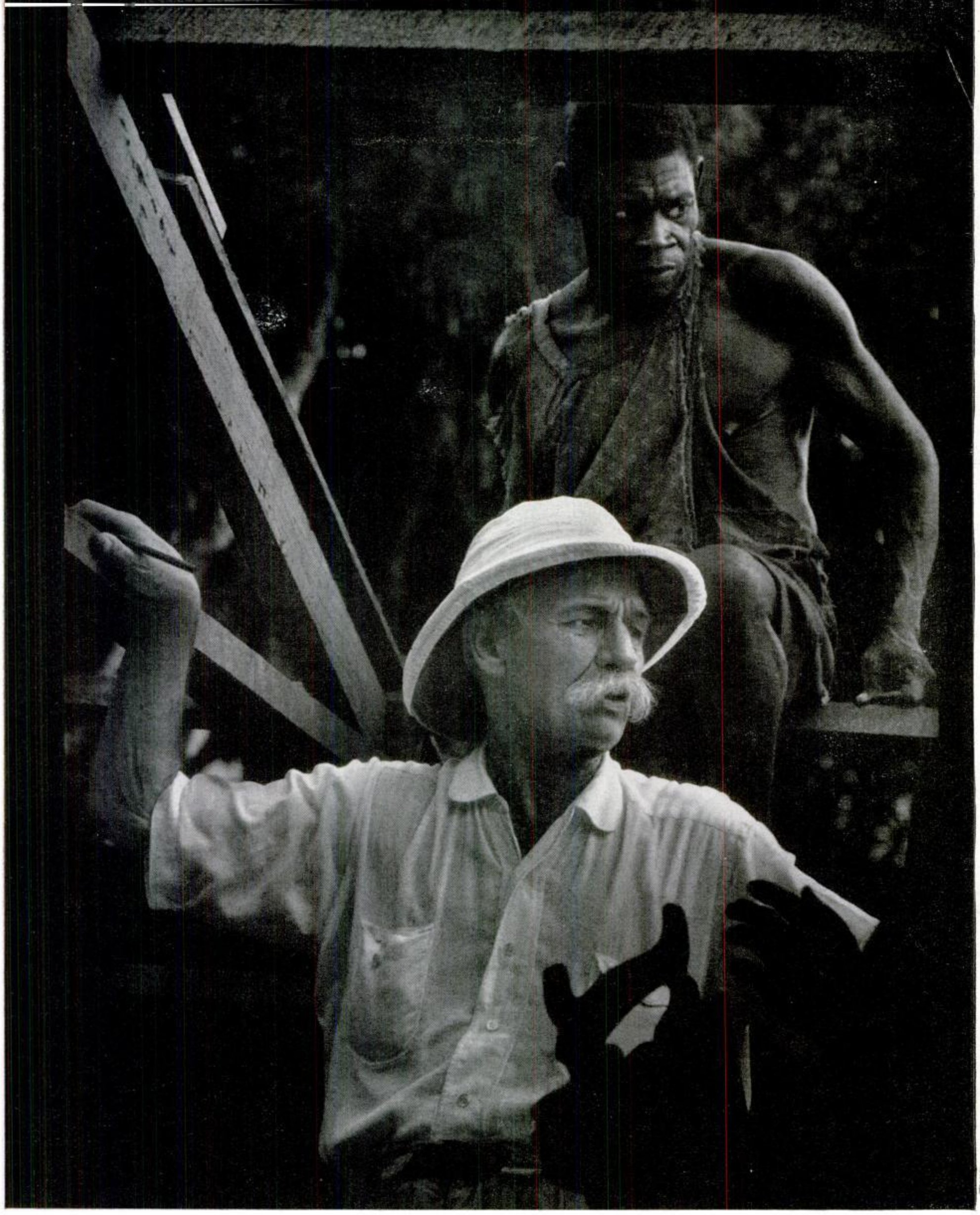
It is for people who, like Mr. Factor, demand the finest of *everything*, that Lord Calvert is bottled. Of all the millions of gallons Calvert distills, only the choicest are set aside for Lord Calvert . . . known wherever knowing people gather as one of America's great whiskies.



LORD CALVERT... FOR MEN OF DISTINCTION

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS COMPANY, N. Y. C.

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TOILERS, Schweitzer and a carpenter, watch hospital building

A Man of Mercy

Africa's misery turns saintly Albert Schweitzer into a driving taskmaster

"No one knows me," Albert Schweitzer has said, "who has not known me in Africa." In Norway last week, where he had come to acknowledge a Nobel Peace Prize, crowds jammed streets to cheer a great figure of our time. As they cheered they were convinced that they knew him well: he is the humanitarian, warm and saintlike. In full manhood he had turned away from brilliant success as a preacher, writer and musician to bury himself as a missionary doctor in Africa.

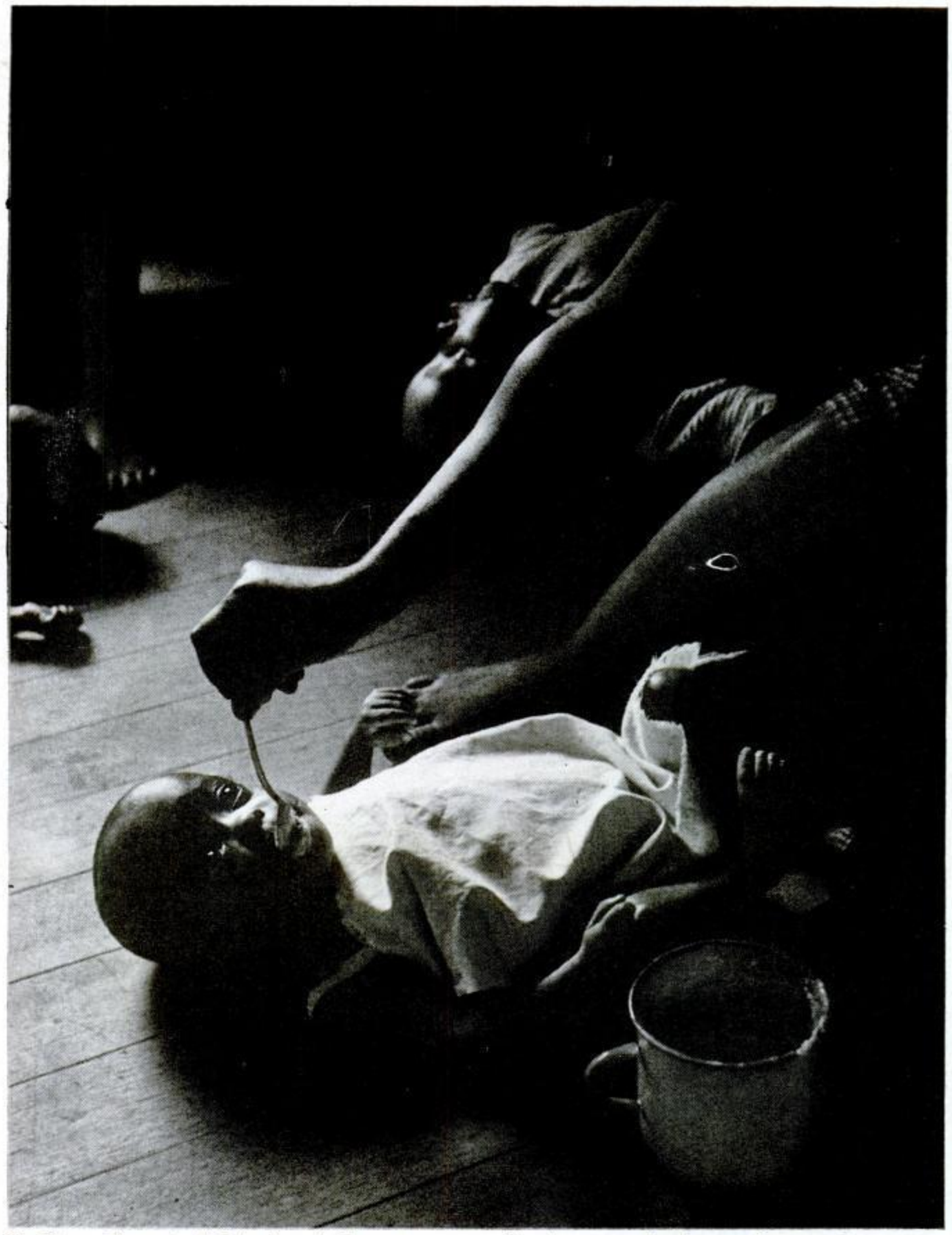
All this was truth—but admirers who have followed Dr. Schweitzer to French Equatorial Africa know a different man. There, amid primitive conditions, Europe's saint is forced to become a remote, driving man who rules his hospital with patriarchal authority. For those seeking the gentle philosopher of the legend, he has a brief answer: "We are too busy fighting pain." Then he turns back to the suffering and the work that make up the African world of Albert Schweitzer.

Photographed for LIFE by W. EUGENE SMITH

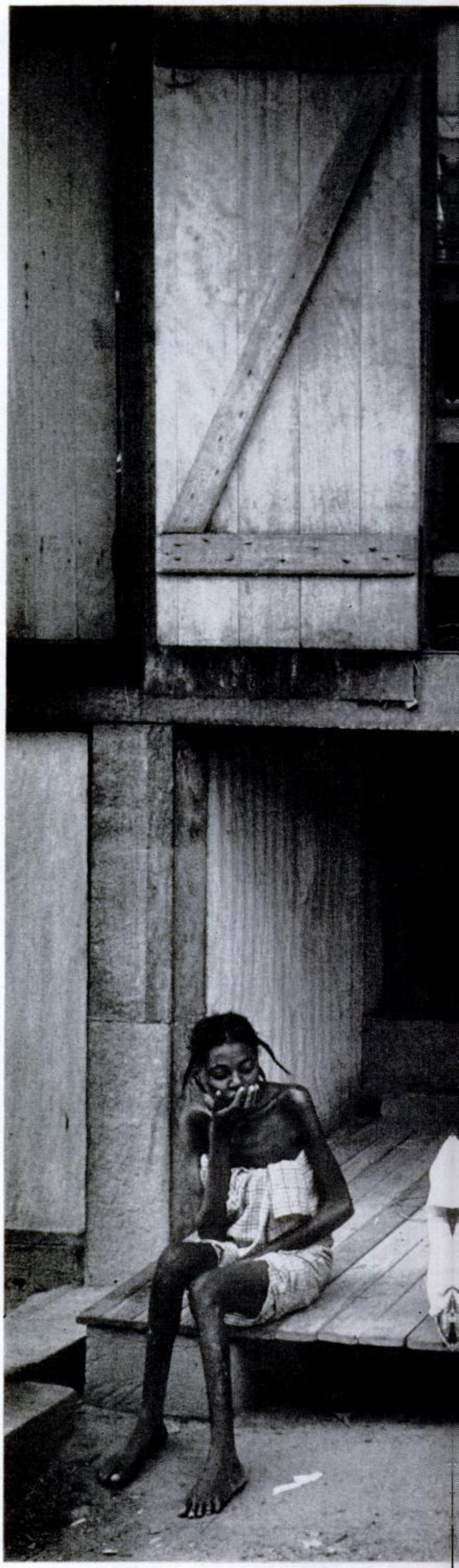
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A NEW MOTHER is carried across a hospital village's main street from the delivery room to a ward. Her baby, now being washed and clothed, will be cared for at the mother's bed.

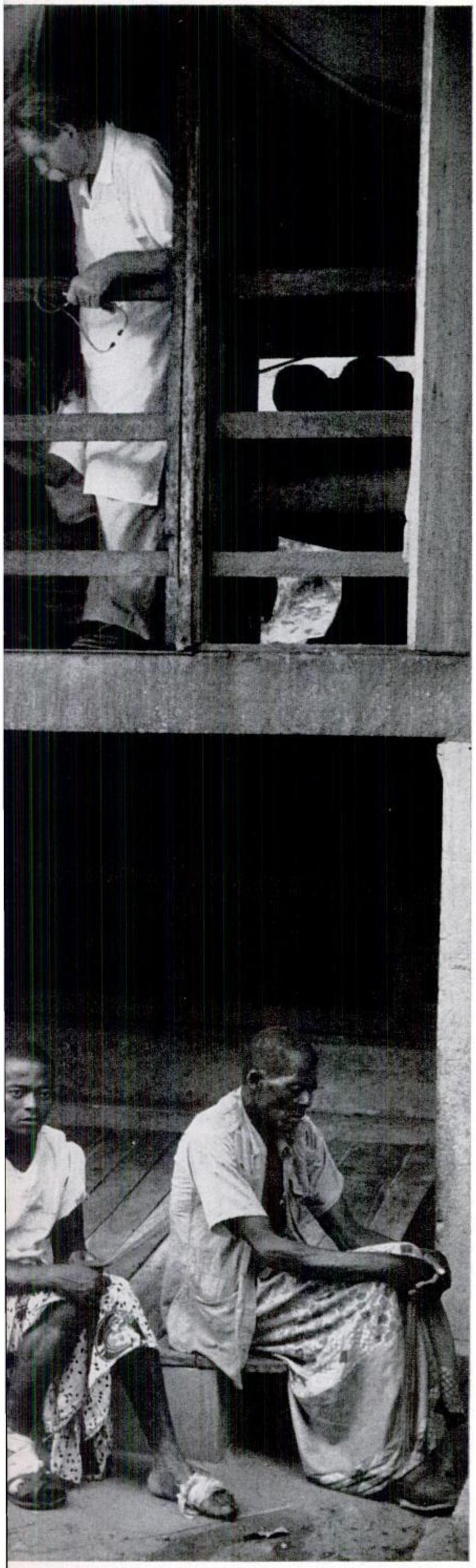


BIG-EYED BABY is fed in hospital nursery. Children whose parents are unable to care for them may be kept as long as three years before being turned over to tribal relatives.



THE DOCTOR AT WORK examines the postoperative patients on the upper floor of a Schweitzer-designed

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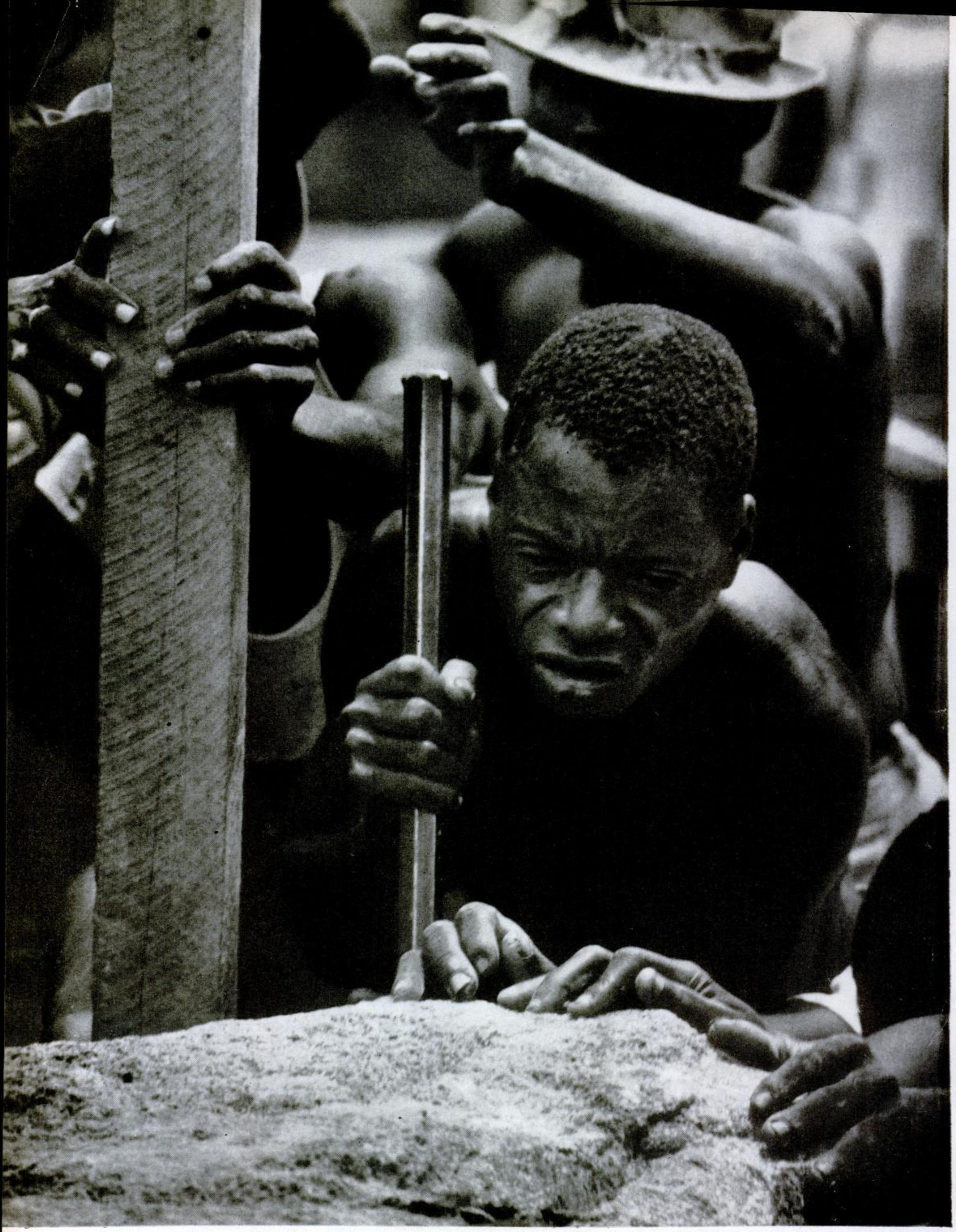
structure. The lower section, behind the waiting patients, is used for storage and emergency rooms.



A PATIENT'S WIFE, having finished cooking husband's meal on an open fire in street, takes utensils away. Hospital issues rations to patients but families have to cook them.

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INTENT ON HIS JOB, one of Dr. Schweitzer's workers leans his weight against a crowbar as men try to roll great rock out of the main street of the new village for lepers. Although there are quicker ways to move rocks, this one was muscled out in arduous tradition of African hand labor.

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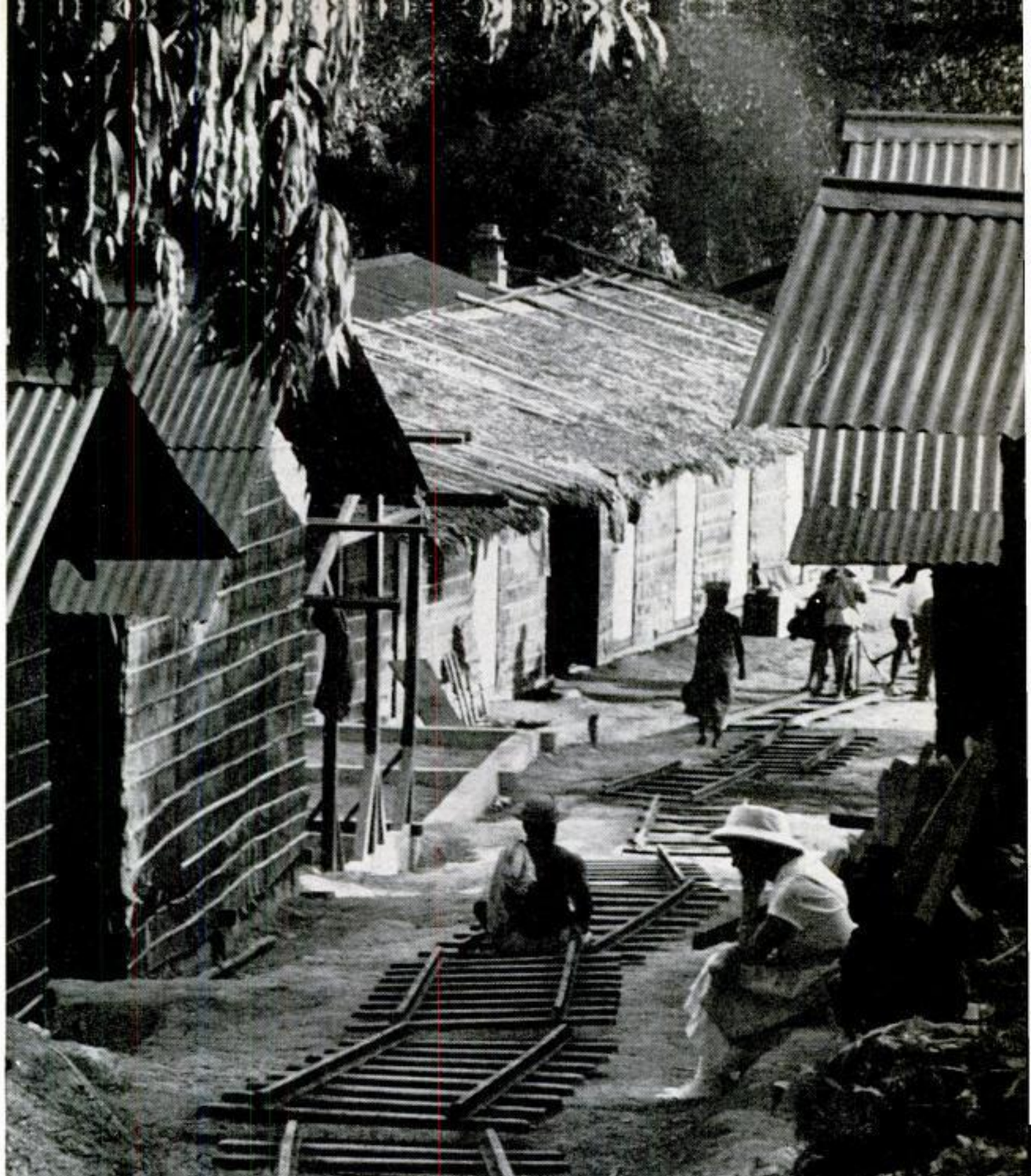
HIS UMBRELLA, carried to work in wet season, is stuck in sand when Schweitzer goes to other job.

A world of hard work

Starting with a small mission hut which he found in existence when he first came to Lambaréné nearly 42 years ago, Dr. Albert Schweitzer built his general hospital village (*previous pages*). With his $33,149 Nobel Peace Prize he has been building in the past year and a half a separate village nearby for lepers. Every morning at 8 o'clock a bell sounds in these villages and the able-bodied and the walking sick report to the doctor. He assigns them tasks for the day and then begins roaming about watching everything, supervising and pitching in here or there to help or set a faster pace. Except for the hot noontime period men are laboring everywhere, framing buildings, hauling earth and pouring concrete. Occasionally a roar of wrath can be heard as Dr. Schweitzer demonstrates his capacity for exasperation over slow or mishandled work. But soon calm returns and the work goes industriously on.



HIS SHOES for muddy rainy season weather are nearly 30 years old. On any day Schweitzer's restless feet carry him to all parts of settlement.



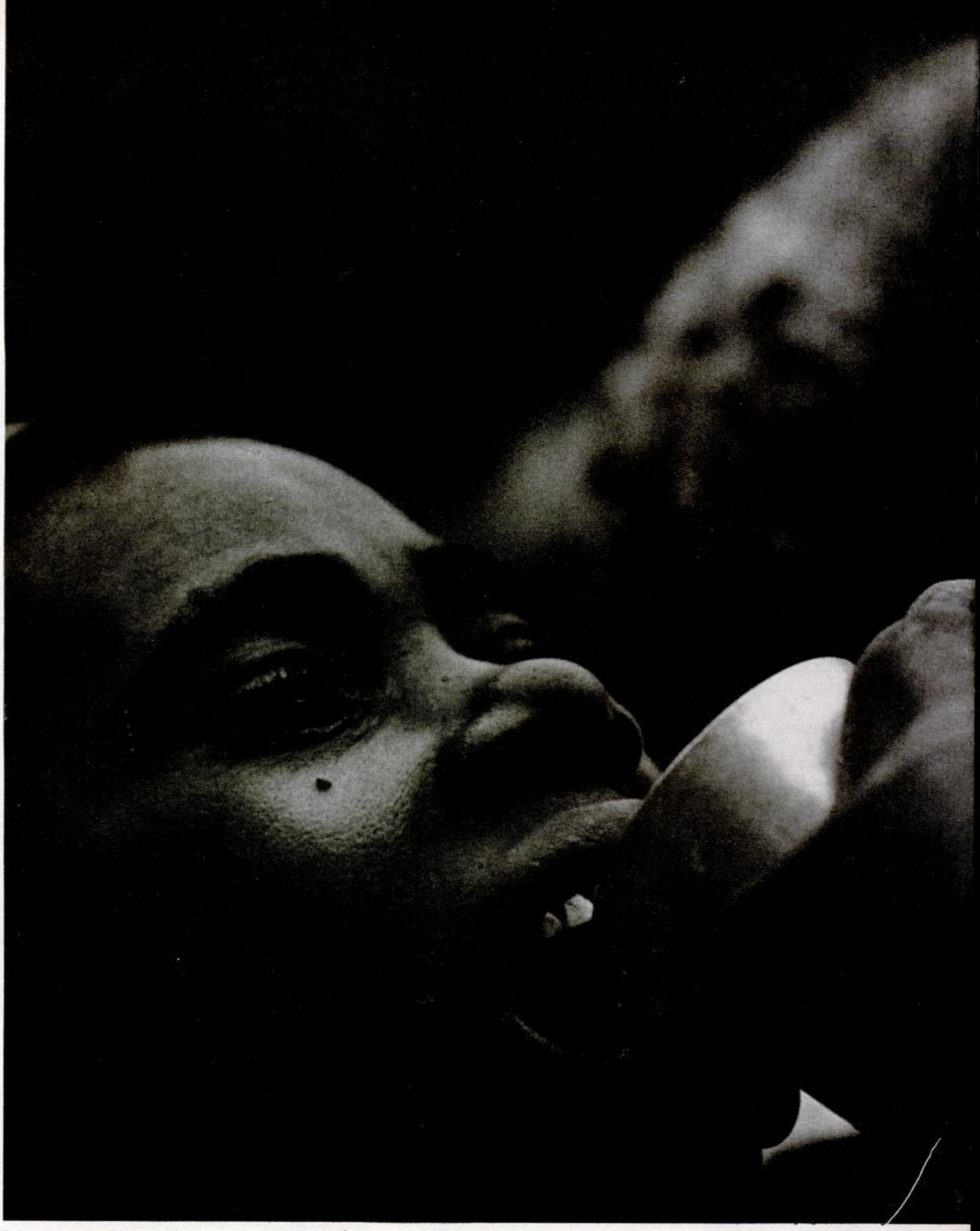
PORTABLE RAILROAD, lent by a nearby plantation owner, is set down in the main street of the leper village for a major project in earth moving.



THE TWO RACES, white and black, work together pushing flatcars. The doctor's ire rises when happy-go-lucky workers use carts as roller coasters.

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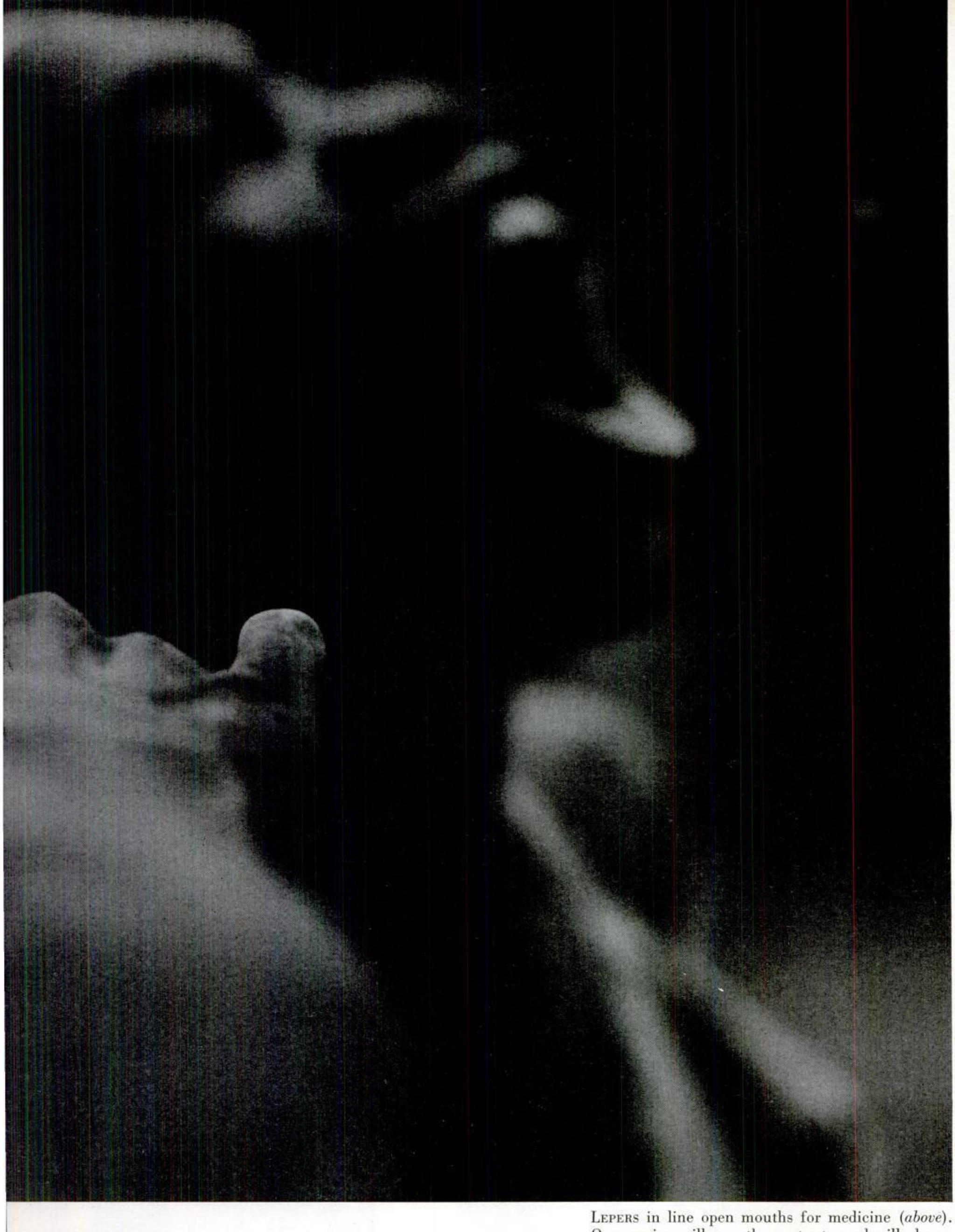
DANISH NURSE Erna Spohrhanssen (*below*) watches an African aid give sulphone derivatives for leprosy.



For the despairing leper

Some visitors from abroad have been startled by the hospital Dr. Schweitzer directs. Cleanliness is not its most notable quality. In the open-air operating theaters the antiseptic area is not very large. Only recently has enough gasoline-generated electricity been mustered to operate an X-ray machine. Patients, attended by flocks of relatives, arrive laden with bundles of dirty rags. The relatives are there to cheer them up, to help nurse them and on certain rare occasions to see that they are not poisoned by tribal enemies occupying nearby beds. Sometimes one of the relatives, intrigued by an unfamiliar piece of furniture, will

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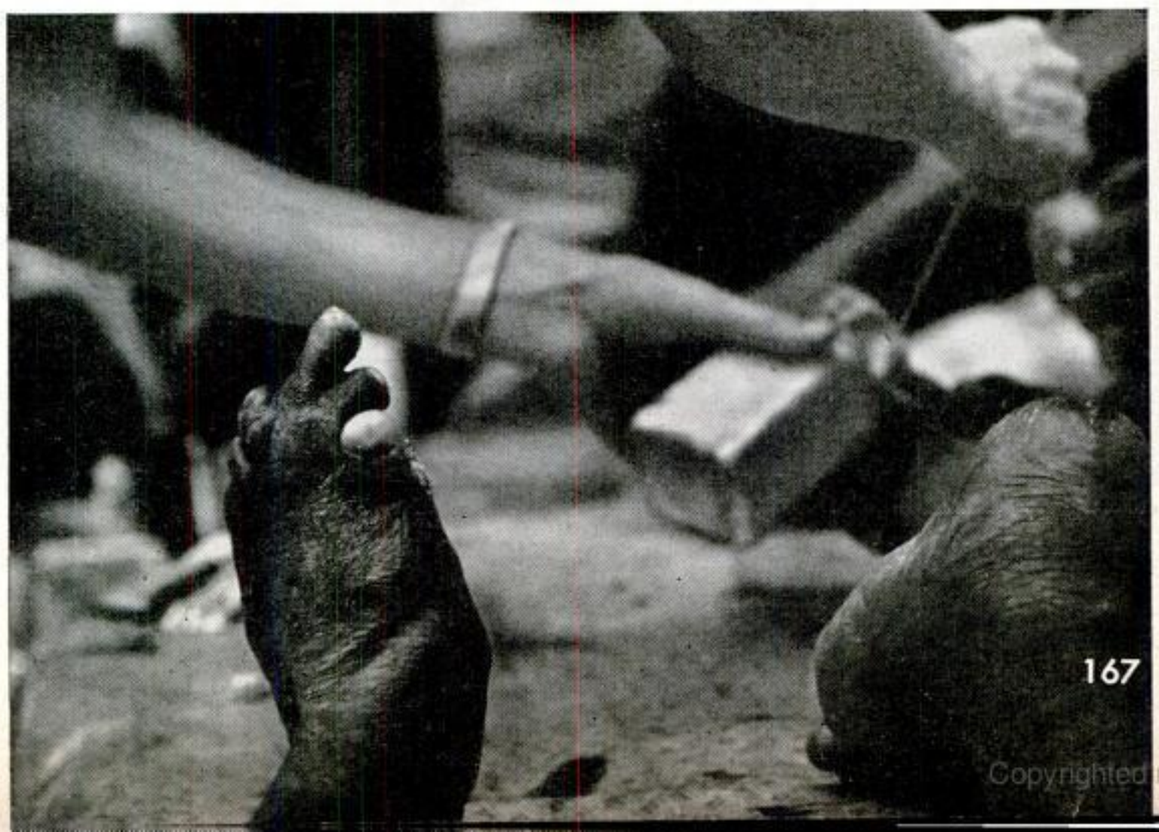


LEPERS in line open mouths for medicine (*above*). One receives pills, another water to wash pills down.

some hope in new drugs

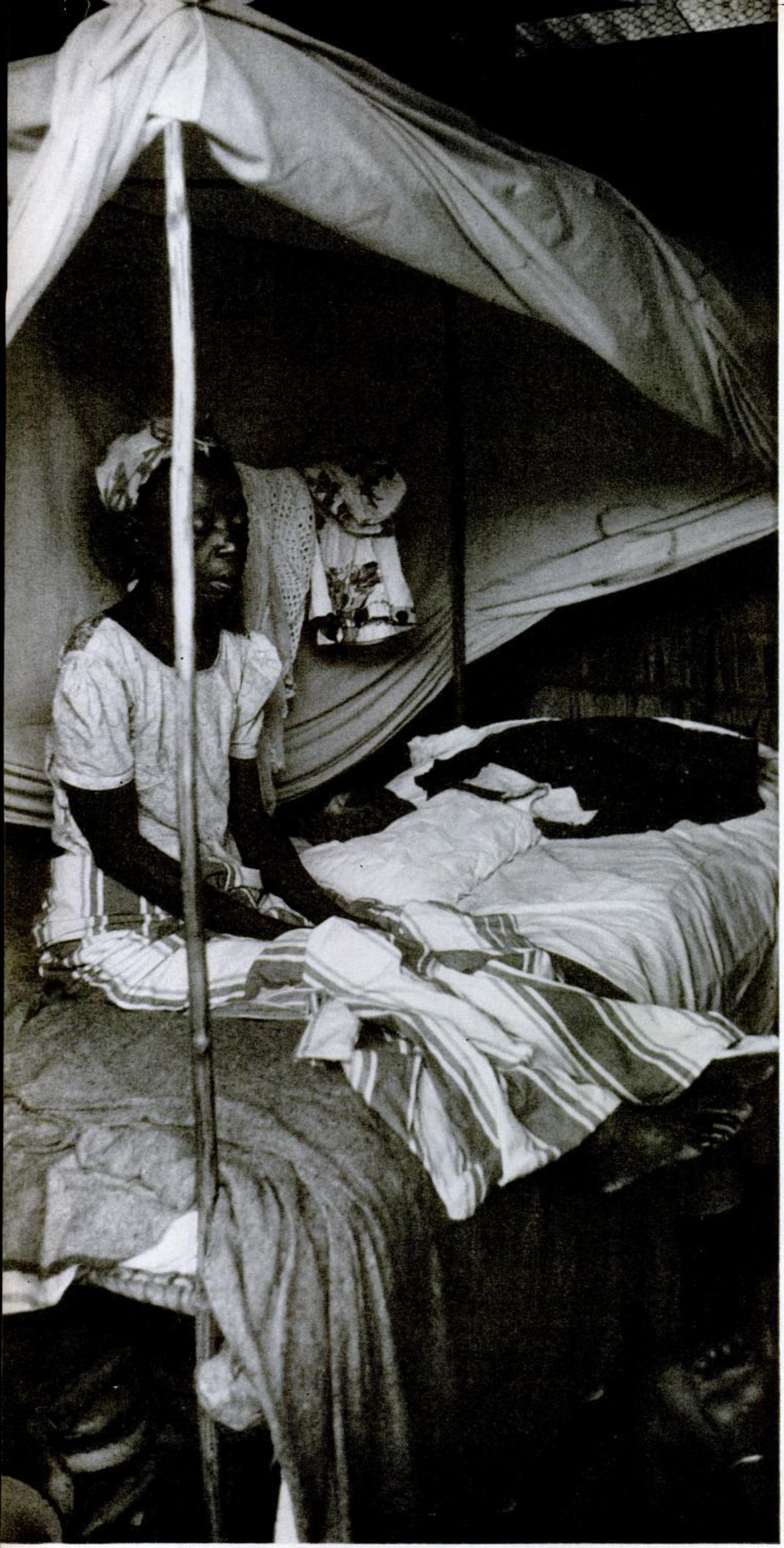
take over the patient's bed while the patient sleeps on the floor.

But to the African the hospital is a friendly place. Shrewd Dr. Schweitzer makes sure that it avoids the formality of the government institutions. And it is kind. In his own village a leper might be driven into the wilderness. Here he is given the drugs which hold out the best hope for curing leprosy. When a bell rings, he stands in line and has an injection of Promin or a Diasone pill popped into his mouth. Then he is given a vitamin tablet against possible bad reactions and a glass of milk because Dr. Schweitzer thinks it is good for him whether he likes it or not.



NURSE Spohrhanssen treats sores on leper's feet

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DYING OF OLD AGE, Eugenia Mwanyeno sits under heavy mosquito netting on bed in leper hospital, swaying back and forth with eyes closed, holding tight to last moments of life.

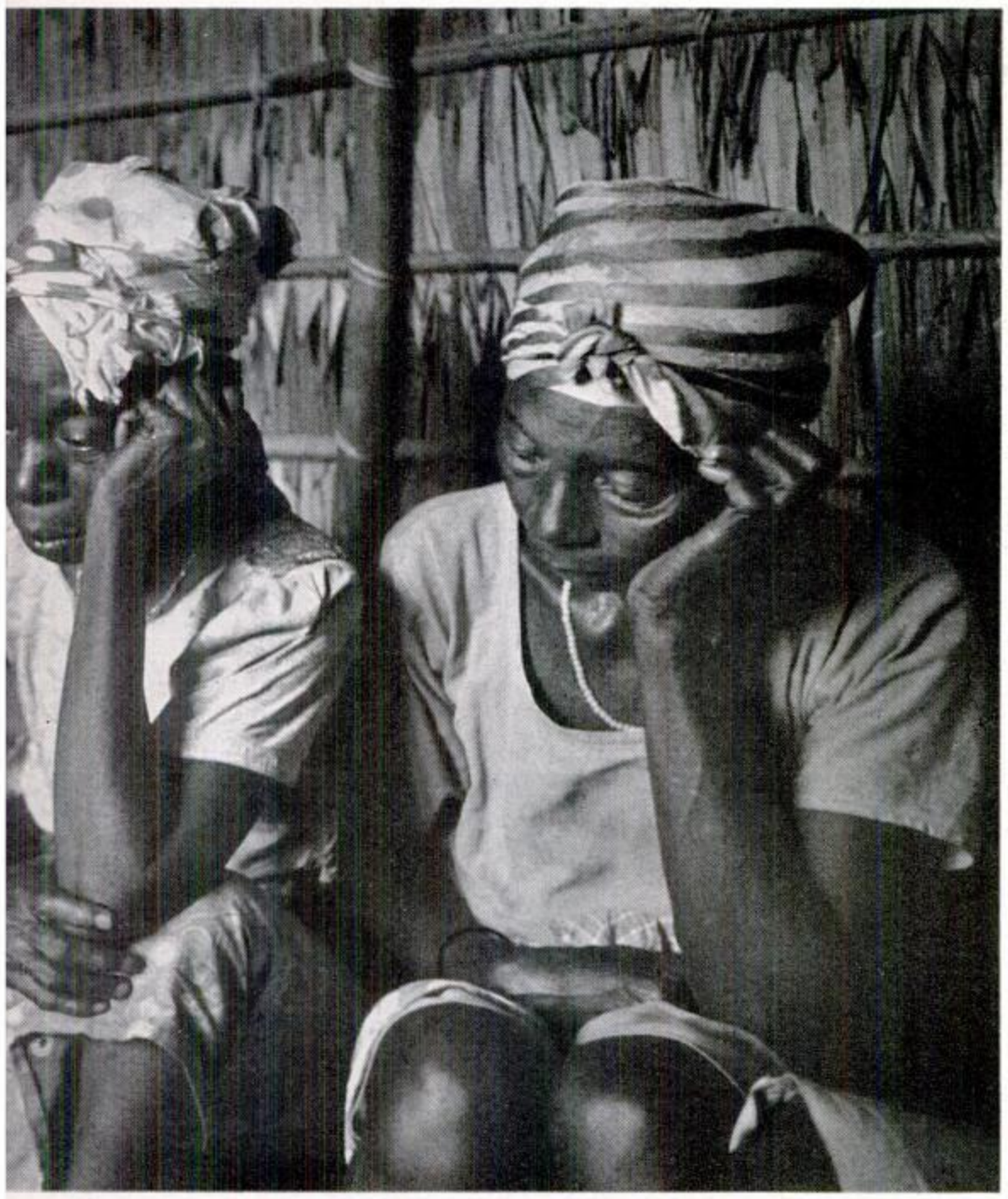


THE MOURNERS, daughter of Eugenia, Mama Helene (*left*), and granddaughter, Henrietta



THE FUNERAL was attended by Dr. Schweitzer, walking hands clasped behind back, to the

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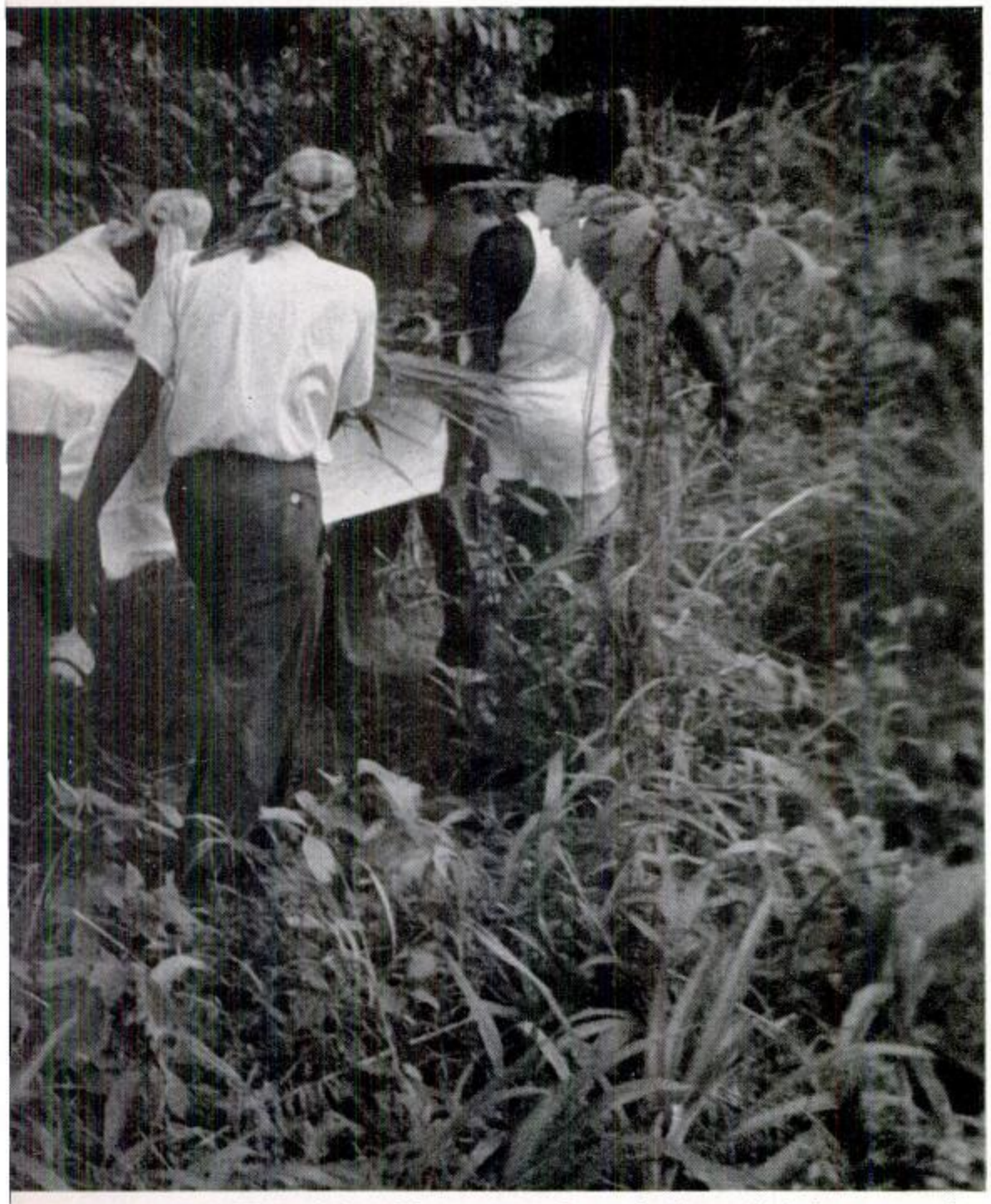
Yeno, are in despair by bedside. Granddaughter broke into sobbing chant when coffin lid was closed; for the rest, mourners guarded grief in silence.



A Branch of Palm Leaves to cover the coffin of Eugenia rests on the ground beside the grave-digging tools. Africans often wrap their dead in palm leaves.

Death and its sorrowing

"Ethics are pity," Dr. Schweitzer has written. "All life is suffering." What became an almost pantheistic reverence for life drove him into the African wilds to help suffering men. At dinner table he has been known to drop bits of food on the floor for the ants to eat, and it pains him that, in fighting sleeping sickness, he must destroy bacteria. He turns away from death, ignoring it when he can. But sometimes in his hospital settlement an old friend, some familiar landmark in the doctor's long life, passes away. Then Dr. Schweitzer will follow the coffin to the grave and bow in rebellious salute to the enemy, death.

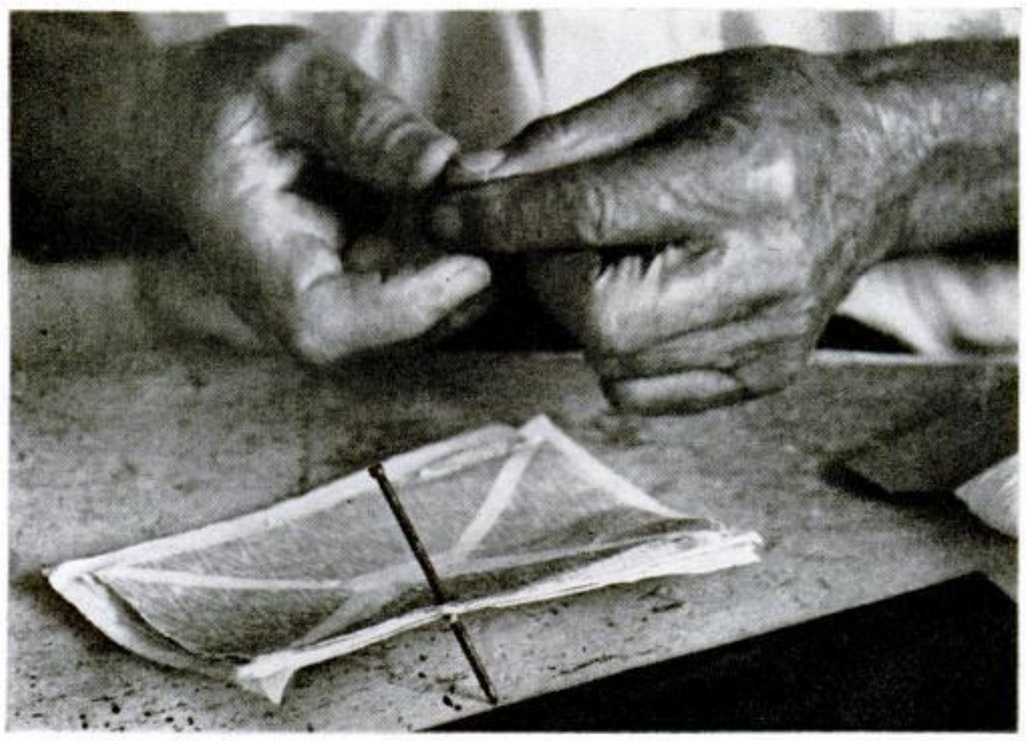


graveyard. Though he seldom goes to funerals, he made this an exception because Eugenia had long been familiar figure in life of the settlement.

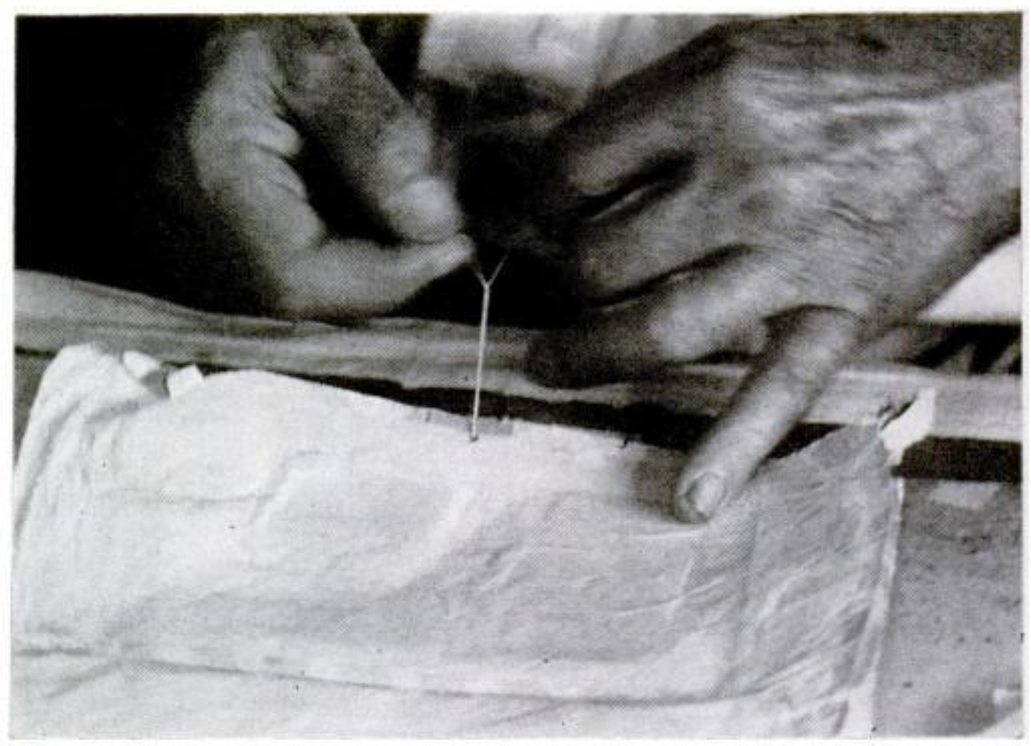


A Nurse stands at the side of the grave, holding her floral tribute

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FRUGAL HABITS mark Schweitzer's life. He opens up used envelopes for manuscript paper and he punctures binding holes in them with old nails.



SALVAGED PAPER is tied together with bit of string. Schweitzer's desk is always full of old string and pins hoarded to keep his papers in order.

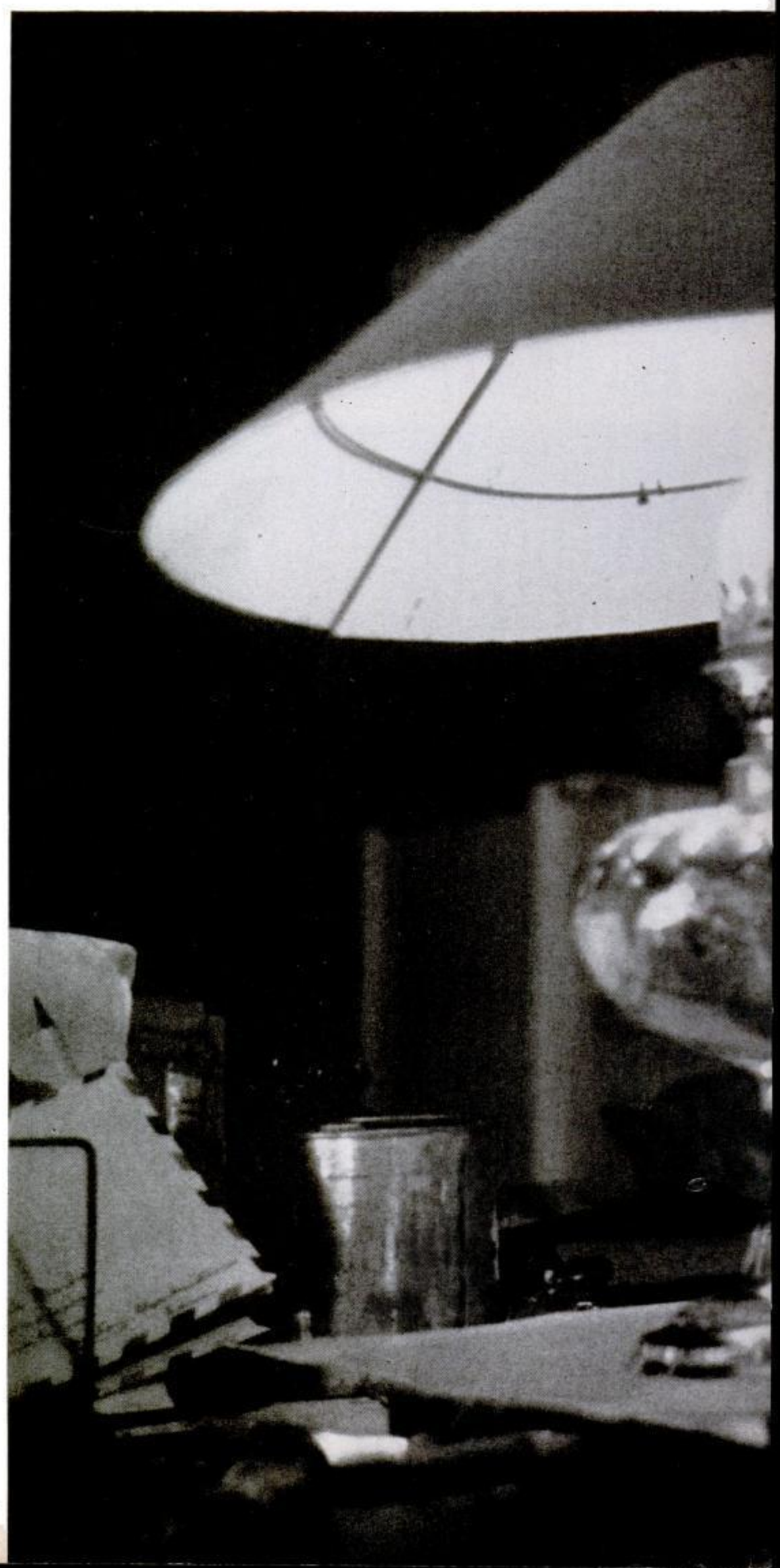
Nights of toil and music

Amid his day-to-day problems Albert Schweitzer at 79 still enriches the reputation from which he turned away when he was 38. Having published more than 17 books ranging from works of philosophy to music lessons, he still writes on in the evenings. Having won renown as an organist, he still practices on a piano equipped with organ pedals, although his powers of concentration are so great that, away from his piano-organ, he can play Bach silently, making the motions on a table top.

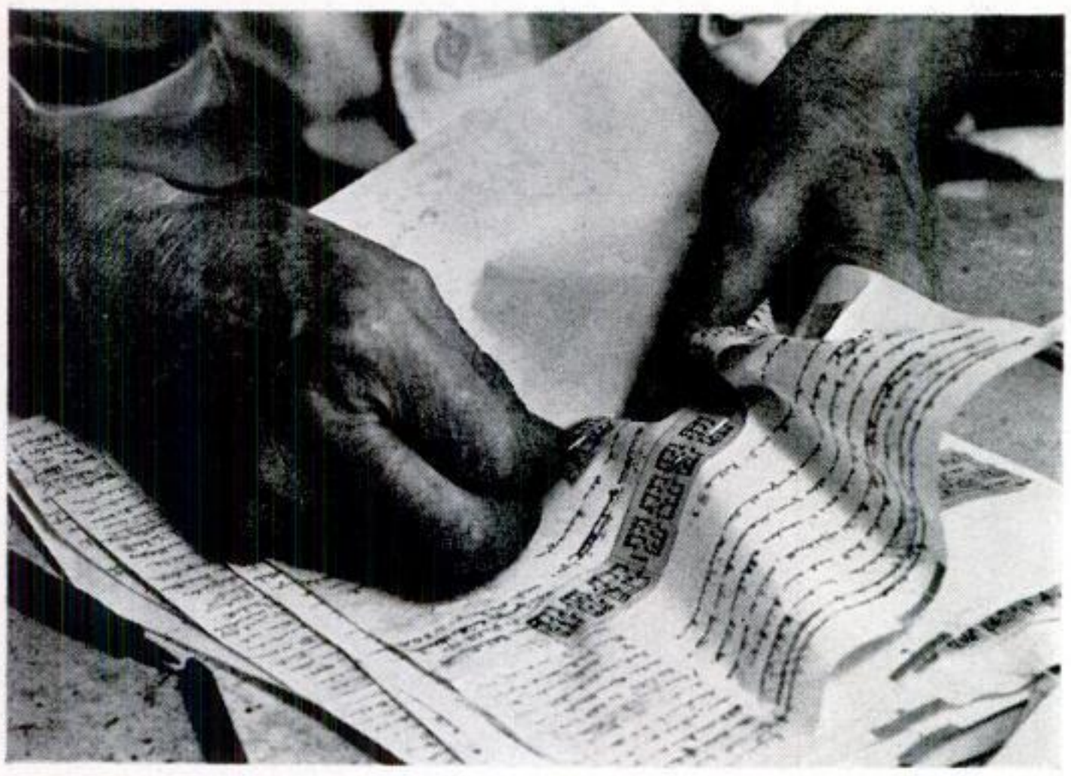


SCHWEITZER'S "ORGAN" is a piano with organ pedals. He must imagine in its pianolike "pings" the sound a real organ would make.
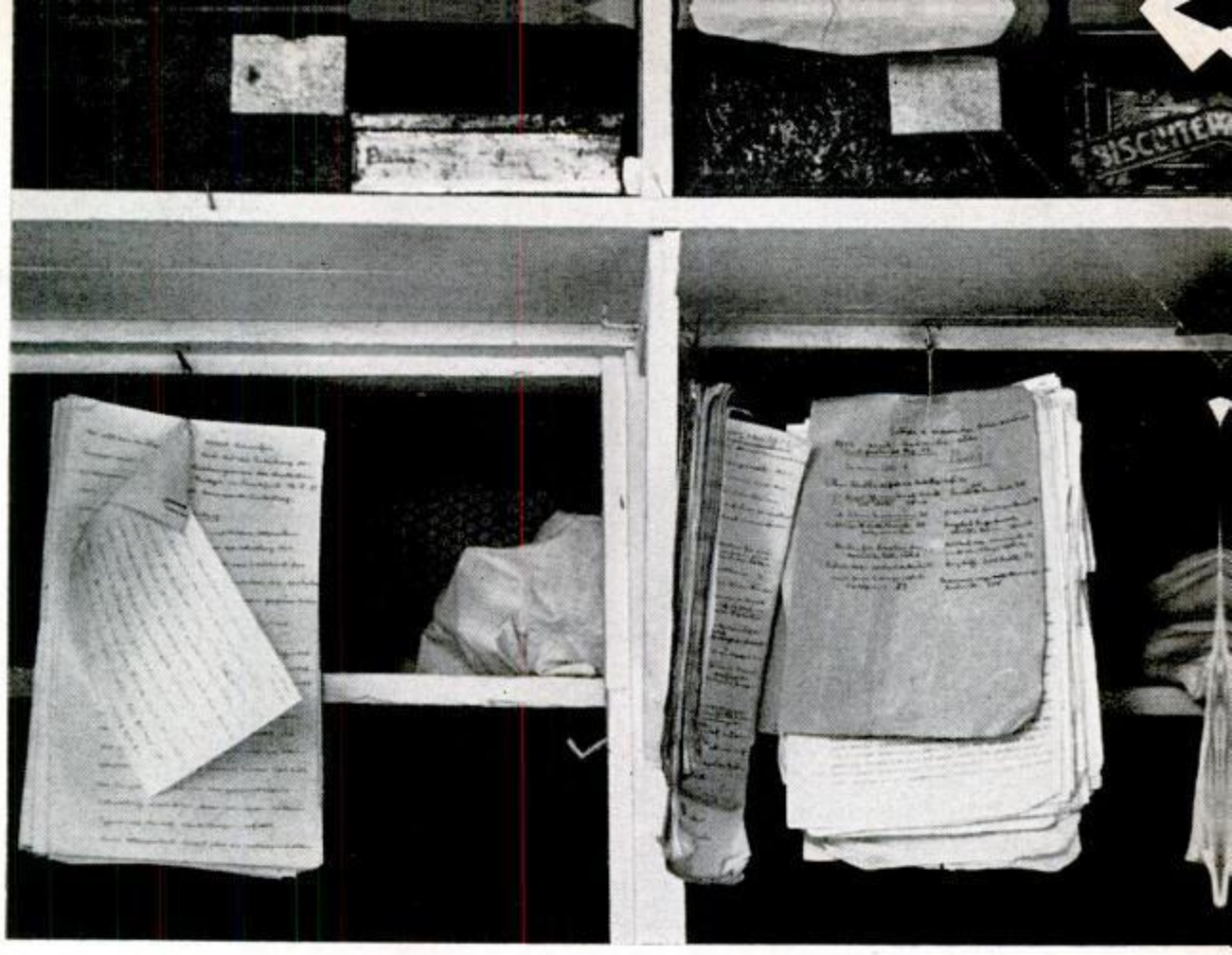
LONG after the hospital is asleep, Schweitzer works at his desk



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BARS OF MUSIC are carefully pinned to a manuscript to illustrate a point. Schweitzer writes rapidly, filling sheet after sheet in small, precise hand.



FRUIT OF HIS WORK hangs on nails in Schweitzer's study out of reach of any wandering animals. He once lost half a chapter to a hungry antelope.

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GOATS ON THE ROOFTOPS clatter about and often butt and wrestle each other for the best positions on the ridges. Schweitzer imported a basic herd from Europe some years ago. Its playful descendants still flourish and are allowed to run freely through the village streets and the orchard.

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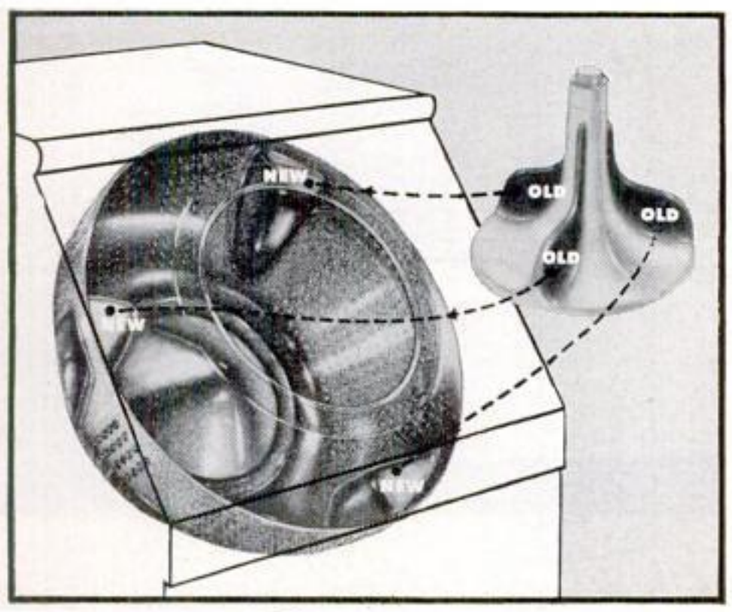


"YOU SAVE AND SAVE AND SAVE with the new Westinghouse Laundromat" declares TV star Betty Furness, of Westinghouse STUDIO ONE. Miss Furness points out that the patented Weigh-to-Save Door actually is a scale that weighs each wash load. The indicator tells exact size of washing . . . and the exclusive Water Saver allows only the exact amount of water needed for that load (small, medium, regular) to be used. Result: Guesswork and waste are eliminated, and Laundromat users save up to 10 gallons of water a load.

SAVE 10 GALLONS OF WATER PER LOAD WITH WESTINGHOUSE NEW WAY TO WASH

LAUNDROMAT® New Patented Weigh-to-Save Door and Water Saver Take Guesswork out of Washing

Meet the new Westinghouse Laundromat . . . the automatic washer that saves 3 ways. It saves on soap and water. It saves wear and tear on clothes. And it saves countless hours of hard work and drudgery.

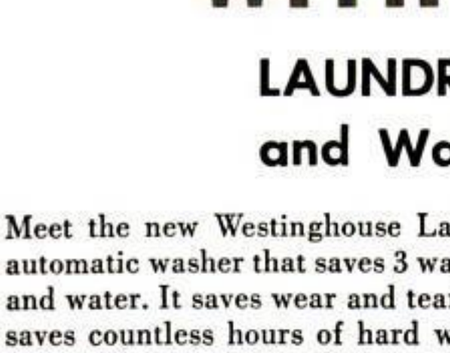


The Laundromat provides, too, a new and cleaner way to wash clothes. It eliminates the clumsy, old-fashioned agitator . . . and combines an advanced method of agitation for thorough cleaning, tumbling for gentleness, *and* lift-away action for rinsing. This new rinsing action equals 1,500 hand rinses . . . drains water and dirt *away* from clothes, not through them.

A comparison test will quickly prove that no other washer gives such dollars and cents savings as the new Laundromat . . . now being displayed and demonstrated at stores everywhere.

100% UNIFORM WASHING. . .Vanes are built right into washbasket (illustration, left) eliminating clumsy agitator and old center post that gave harsh, ineffective action. Clothes flush, lift, turn, tumble . . . 50 times a minute for completely uniform washing and rinsing.

IN YOUR NEW LAUNDROMAT, look for the free sample package of *all*—the new controlled-suds detergent. *all* is tested and approved by the Westinghouse Home Economics Institute for use in the Laundromat.



FREE! Handsome Salt and Pepper Set. Plastic miniatures of famous Westinghouse Laundry Twins that are demonstrated by Betty Furness on Westinghouse STUDIO ONE and The BEST of BROADWAY. A Salt and Pepper set is yours free for seeing a demonstration of Laundromat New Way to Wash at your Westinghouse dealer's!

OWN THE NEW LAUNDROMAT FOR AS LITTLE AS $3.15 A WEEK

YOU CAN BE SURE...IF IT'S Westinghouse

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"OUT WITH THE OLD, IN WITH THE NEW...the Laundromat New Way to Wash!" says Betty Furness. "But get proof . . . see for yourself that the new Laundromat does save water, soap and money. See an actual demonstration at your dealer's! Too, you'll want to see the Laundromat's matching twin—the Westinghouse Electric Dryer—with its new way to dry clothes by patented direct air flow system that dries faster, at less cost . . . and cuts ironing time in half!"

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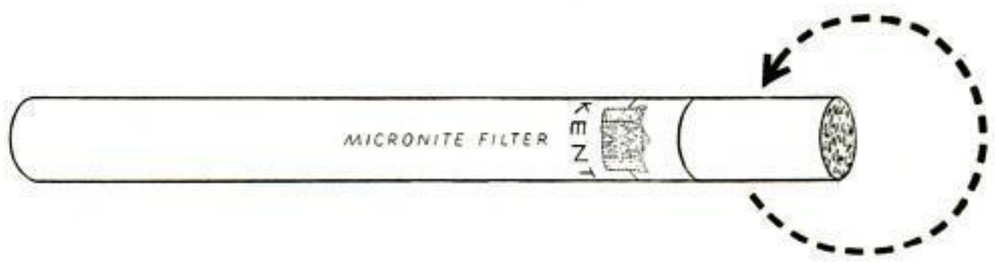
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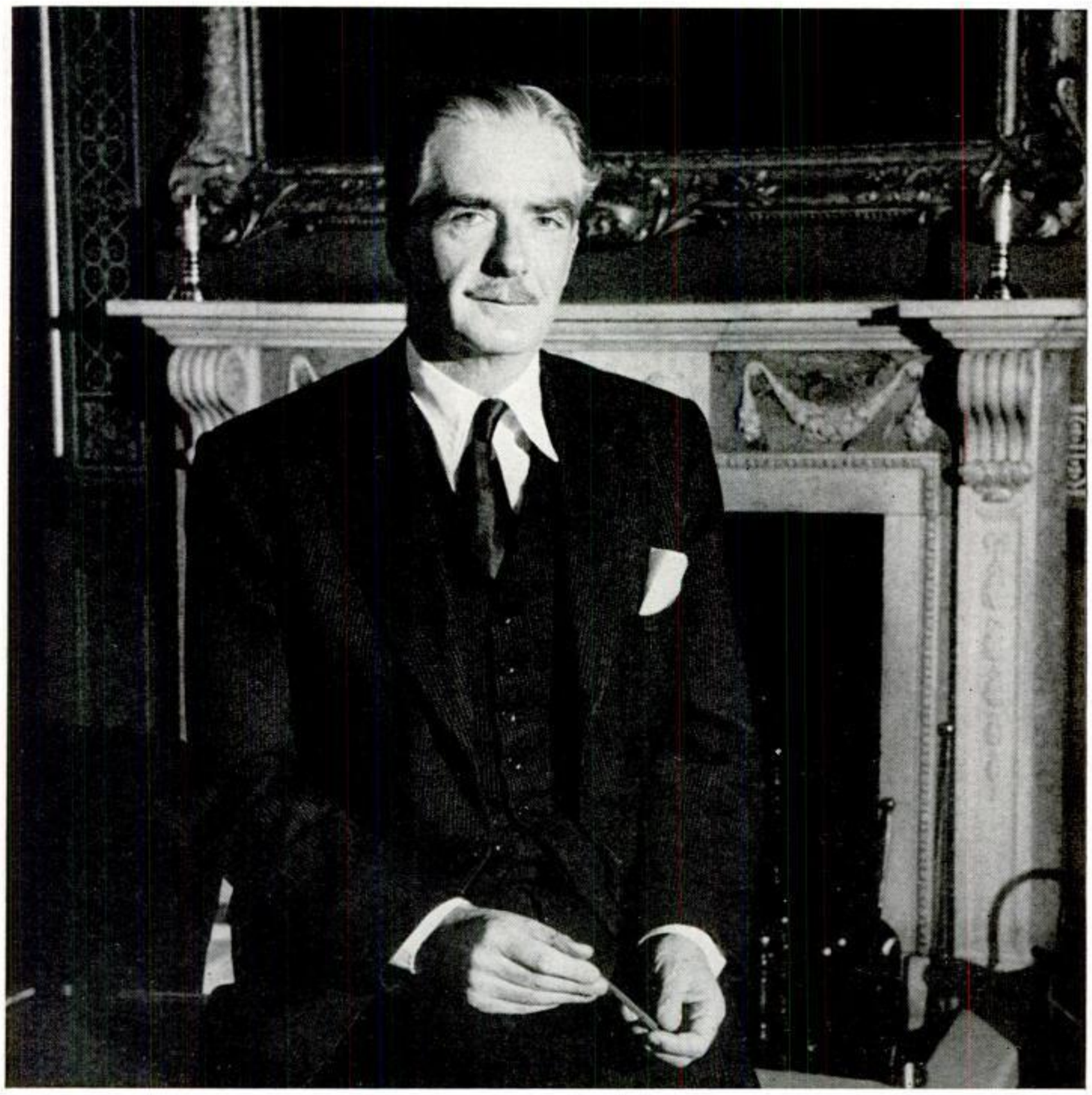


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CLOSE-UP



SIR ANTHONY SITS IN THE FOREIGN OFFICE WITH THE CONFIDENT BEARING OF A PRACTICED DIPLOMAT

The Man Who Revived Hope for Western Europe

A RUDE FATHER, TRENCH WARFARE AND A BITTER APPRENTICESHIP SHAPED THE REMARKABLE DIPLOMATIC CAREER OF ANTHONY EDEN

by EMMET JOHN HUGHES

Search the world over, hunt history from beginning to end, and you will conclude as a result of your labours that the great Foreign Minister is almost the rarest bird that flies.

F. S. OLIVER *The Endless Adventure*

SHALL we shoot the works?" This whispered aside, murmured in London a few weeks ago at a big, rectangular table graced with dark blue felt and the presence of nine Western Foreign Ministers, triggered a diplomatic explosion powerful enough to turn, beyond recall, the course of Western history. The five hushed words came from John Foster Dulles. In response came a nod and a half-smile from Anthony Eden. It was as simple, as banal, as that.

Under the glaring chandelier of the conference room at Lancaster House, sudden quiet came among the delegates as the U.S. Secretary made ready to speak. Characteristically, Dulles went on gathering his thoughts; the prolonged hush was broken only by the restless scratching of his pencil. Then he told the ministers—France's dark, dour Pierre Mendès-France, Germany's stiff, stern Konrad Adenauer, and the rest—what was on America's mind. He spoke soberly of "disillusionment" in the U.S. and he mourned the "climate of dissension" in Europe. His words told the rude truth; the U.S. wanted constructive action on European defense—fast. If this action did not come, the U.S. could be counted on for little further help. If it did come, the U.S. would still put its weight behind Western European defense. Unspoken, but understood by all, was the sickening succession of events that, month upon month for a year now, had wearied Washington: the retreat in Southeast Asia, the grumbling neutralism of Western Europe, the rotting away of Adenauer's strength within Germany, the fatuous-sounding talk from London about Churchillian peace missions to Moscow, the ever-tensing strain on Anglo-American relations and—the final, literally frightening touch—the death of EDC, calmly presided over by the French premier now sitting just a few seats down the table.

So the stage was set for Eden. Against the backdrop of the double-edged American warning-promise (which he and Dulles had planned together two nights before) Eden rose and offered a proposal that he gently called "formidable." Great Britain would pledge, as its share of continental defense, to put and keep under the joint command of the Western powers, until the end of the present century, four British divisions and as much tactical air force as is now assigned to NATO—something like a quarter of a million Britons committed to the Continent.

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"Shooting the works" was as simple, as matter of fact, as that.

The momentousness of this offer can be judged in two ways. From the standpoint of a British Tory politician it was "formidable" indeed. It moved the frontier of Britain from the Rhine to the Elbe. It forswore for half a century the age-old island dream of "this fortress built by Nature for herself." It abandoned Churchill's doctrine of making no new major commitment not shared by the U.S. More painful still to Tory politicians, it abandoned also all hopes of reducing, for decades to come, Britain's compulsory two-year military service. Even if these abandoned hopes and doctrines were mere island nostalgias, already made obsolete by the grim realities of survival, they were real myths to Englishmen, and their abandonment will give Eden's political opponents much ammunition.

But even nonislanders, who can discount the domestic cost of Eden's gesture, cannot deny its momentous weight on another scale —the scale of its international effects. If diplomacy is largely an art of timing, this was diplomacy at its best. It was almost as though Eden's concession had been maturing in the cellars of diplomacy for this and no other occasion. It was produced at a time when everybody stood to gain the most from it and nobody, except the Soviets, could lose. Here were some of its effects:

For France, Eden's commitment meant the realization of the fondest hope of every French statesman: the promise of British strength on the Continent to offset German power. For Germany it offered a way back from international exile to full sovereignty, admission to NATO and a respected role in the European family. For Italy it meant the rescue of its foreign policy from the awful void that had followed the death of EDC. For the high command of NATO it meant a firmer hand on the controls of the West European defense establishment, to be made still stronger by 12 fully armed German divisions. For the U.S. it meant the salvation of its long bet on Europe, plus a dramatic steadying of relations with Britain, and a much pleasanter role for Mr. Dulles than he has had to play in some time. These were some of the results of the London Conference. No wonder Mr. Dulles, a man not given to hyperbole, could announce to the world a "diplomatic miracle."

Eden has been called a "specialist in hopeless situations." The death of EDC gave him one. It had left most Western diplomats staring in mute horror at the chasm at their feet, a chasm into which all alternatives, indeed all conceivable versions of a viable Western Europe, seemed to be crumbling. In this crisis Mr. Dulles correctly displayed the negative virtues of restraint and omission of error, and his cool, slightly ominous but never hostile posture probably did more to spur Western Europe to action than he will ever get credit for. It was Eden, however, who figured out what action to take, and took it.

"He just phoned me one morning," Sir Ivone Kirkpatrick, the Foreign Office's deft and brainy Permanent Undersecretary, recalls, "and said he thought he'd pack a briefcase and go around the capitals. No bright young career officer like myself gave him the idea. It was his own quite entirely." And off Mr. Eden went—to Brussels, Bonn, Rome and Paris—accompanied by one aid and armed with one idea. The idea ("I just decided it made good sense one morning in the bath," says Eden) consisted of merely plucking from the Foreign Office files the old Brussels Treaty of March 1948. This had been signed by five European powers, *including* Great Britain, as a pledge of mutual aid against any aggression.

The symmetry of the idea

THERE was nice symmetry to Mr. Eden's idea because: 1) a document to which Britain was already pledged, it offered a kind of bridgehead for Britain's new role on the Continent, 2) its call for "economic, social and cultural collaboration" as well as mutual military assistance jibed with the Western Union idea so popular in Germany and in the U.S., and 3) unlike NATO, a strictly military organization (which could hardly assume the quixotic function of *restricting* the contributions of any of its members), the Brussels Treaty could be used to set agreed military ceilings, *i.e.*, limit German armaments, and this was a must as far as France was concerned. Such was the diplomatic egg-dance which Eden's idea enabled him to perform—sketchily on his tour of the capitals, dramatically at London, with applause and signatures at Paris. It was an able and courageous performance; and besides restoring the unity of the West, it made Sir Anthony Eden a hero of the Atlantic world.



SUCCESSFUL TEAM of Eden and Dulles cheerfully pace floor as the Paris conferences draw to their momentous end.

The biographers' torment

SIR ANTHONY EDEN is the kind of man whose character, temperament and habits are perfectly designed to torment all biographers, who find themselves helplessly retreating (like fellow M.P. Woodrow Wyatt) to such epigrams as: "The most extraordinary thing about Anthony Eden is that there is nothing extraordinary about him." While these words express well enough the kind of faceless image of urbanity that Anthony Eden has seemed ever to turn to the world, they are neither very illuminating nor very accurate.

Of several extraordinary things about Eden, the first and perhaps most extraordinary was his father. By the time Anthony was born in June of 1897 at Windlestone Hall in County Durham, the seat of the Edens for almost 400 years, Sir William Eden had won fair fame as a painter, a crack shot, the best man to hounds in the north of England and the least likable eccentric known to his wide circle of insulted acquaintances. "Anthony is really understandable," one of Anthony's friends explains, "only in terms of the profound influence of his father." By this is meant the exact opposite of usual paternal influence; the man, Anthony Eden, is the carefully constructed, steadily disciplined creation of a son inspired by his father to be as little like him as possible.

Sir William Eden was a man of intelligence and artistic sensitivity who could find (as his son Timothy has written) "almost as much delight in the paces of a horse or the physical perfection of a boxer as in the sombre magnificence of a Byzantine cathedral or the lines of a leafless tree." But he lived his life and his passions in a world that was a kind of chamber-of-horrors of his own making, populated by the most terrible demons: skipping children (including his own), barking dogs, garrulous guests, the smell of tobacco, rainy weather, a bad shot, a miscue at billiards, and religion. To the intrusion of any of these terrors, Sir William responded with panicked flight or implacable temper.

When Christmas holidays brought their twin menaces of children and religion, one of his sons recalls, "he fled from his house like a hunted deer," trumpeting in retreat his scorn of "the Babe of Bethlehem and all that!" The sight of a red flower—he detested red—sent him into a delirium of rage, the sight of a stunted plant sent him yelling and crashing through his greenhouse, unexhausted till he smashed every flower and hurled the pots through the roof. Entertaining a bishop at breakfast one morning, he found the food served them so little to his liking that he threw tray, pots, cups and dishes through the dining room windows. Oaths, screams and wildly flying objects were his normal retort to the sound of a barking dog. His rudeness to guests was natural and unaffected. His intolerance of the opinions of others was no mean querulousness: it was majestic insolence.

Sir Williams's wide-eyed wrath at the least offensive sound or deed, which would be simple irritability in others, was in him the outrage of a man who knew that all the world was but a clumsy conspiracy to produce annoyance, the only definition of sin he understood. "Oh God!" he cried one morning, watching through the window the rain pouring down to spoil his hunt. "Oh God! How like You!" Old and ill when the cannon of World War I roared considerately beyond his hearing, he could not understand in his last years why his children did not huddle about him, and he was lonely in his death.

There was a legacy in all this for Anthony and his three brothers and a sister. There were the sharp lessons that were learned without being taught: that gentleness wins what rudeness repels,

CONTINUED ON PAGE 179

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What's the big idea? Cereals in kid-size bites that fill up with milk, stay crisp as an ice cream cone: Wheat Chex (below) and Rice Chex. Shredded, sugared just a bit, then toasted 3 times—each has a new coaxing flavor! Try these refreshing cereals for a big idea in nourishment, too—



NOT JUST SINGLE GRAINS PUFFED UP OR SPREAD OUT *BUT...*

11 grains of rich, plump rice in each

Rice CHEX



15 grains of golden wheat in each

Wheat CHEX



BITE SIZE Cereal shown here is Wheat Chex—made by Ralston Purina Co.



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1. Place 2 ice cubes in each old-fashioned glass. Put 6 cubes in a pitcher and add 4 teaspoons of grenadine.

2. Pour 1 can of frozen limeade or lemonade (undiluted) into pitcher. (Of course, if you use fresh juice, add sugar to taste.)

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4. Stir for several minutes to chill thoroughly, pour "on the rocks" and serve. Makes a dozen delicious Bacardi Cocktails.



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ANTHONY'S FATHER, Sir William Eden, who was the fifth baronet of Maryland, was a violent social nonconformist whose uncontrolled temper tantrums antagonized all of his children.

SIR ANTHONY EDEN CONTINUED

that tolerance embraces what selfishness fears, that compromise heals what arrogance wounds. There was also the fierce dignity that saved Sir William's lifelong growl from sinking to a whine. "Walk," he used to say, "as if you had bought the earth!" And to one son he wrote the terse sermon: "There is only one thing in life worth living, and that is to run straight. Don't, for God's sake, ever play a double game or give people away who trust you. The truth, the whole truth, and nothing but the truth." In all this were some of the makings of a young man whom Sir William might never understand but in whom he might, had he lived, have taken a furious, snarling pride.

Young Anthony's good temper as a child was a daily affront to his father until, aged 9, he left home and governess for fashionable Sandroyd, then to Eton in 1911. Here his record was sound without being brilliant. He showed an exceptional interest in politics. His mother later recalled how, on train journeys between school and home, he precociously recited the fortunes of the Tory party in all the towns they passed. At Eton itself he won a prize in divinity, a distinction that must have made Sir William shudder. And then—the trenches.

There were 28 in the Middle Fourth at Eton in 1914 and nine

CONTINUED ON NEXT PAGE



ANTHONY'S FAMILY stood in 1911 at entrance to home. From left: Timothy, Anthony, his mother, sister Marjorie, brother John, Sir William, brother William and brother-in-law Guy. Sir William holds Marjorie's son, Fulke.

"Gee, boss, I think you're swell..."



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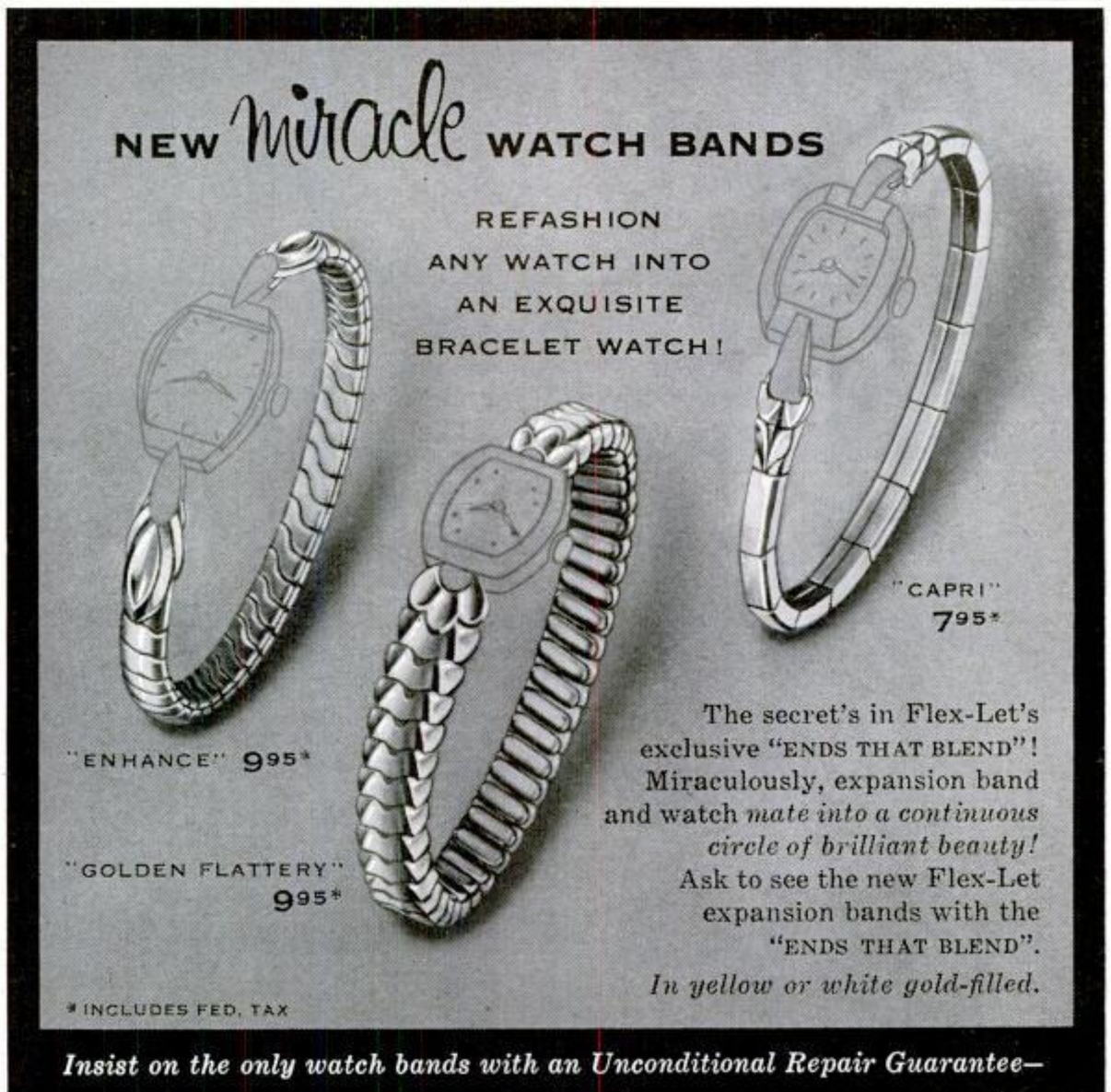
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SIR ANTHONY EDEN CONTINUED

were to die before the war to end war had ended. With these nine went Anthony's eldest brother, John, lost in France within three months, and his youngest brother, Nicolas, a midshipman of 16, lost at Jutland. In the King's Royal Rifle Corps, known also as "the 60th Rifles," Anthony at 19 became the youngest adjutant in the British army and won the Military Cross. Transferred at one time from the Ypres salient to the Somme, Eden for a while slogged about in trenches that were but a few yards away from a German detachment that included a corporal who later assumed the name Adolf Hitler. Almost 20 years later, meeting for the first time at a splendid luncheon in the British Embassy in Berlin, the two men would refight the Somme battle on the back of a menu that is now a grim souvenir.



GOOD STUDENT Anthony won a divinity award at Eton.

Oxford, which Eden entered in October 1919, was besieged by him with the studious intensity of a man fighting to make up for the lost years. As Robert Boothby recalls, he "lived within himself in a quite unusual degree," shying from friends and disdaining extracurricular activities. Majoring in Oriental languages, he mastered Persian and Arabic for high honors. Vacations were spent perfecting his French across the Channel.

But beneath the smooth, rather sleek exterior of the diligent student, the devoted reader of Dickens and Jane Austen, there flickered a not common intensity of feeling that, at this time, fired a passionate interest in modern painting, especially the work of Cézanne. He founded the art-minded Uffizi Society and in a paper he wrote on Cézanne appears one of those rare, quick, candid clues to his own character. "*To live entirely for his art, to remove all else:* that was the example Cézanne gave to us." This was not the earnest, ponderous cliché that young men so often glibly coin. Thirty years later all who knew him would say, as one remarked to me recently, "More than nine-tenths of his world and life is what he happens to have chosen as his craft—foreign affairs. He lets little else in."

Fresh from Oxford, politics his chosen art, he hurried to the arena and his first defeat—in his own county, where a Labor landslide crushed conservative and liberal alike. A year later, 1923, he offered himself to the constituents of Leamington and Warwick and won an election that teetered precariously on the edge of comedy. His chief opponent was his sister's mother-in-law, the dowager Countess of Warwick, who blundered into politics under the spell of a sudden and quixotic espousal of socialism. The campaign was nearing its crisis when Eden married Beatrice Beckett, the darkly handsome daughter of the owner of the Yorkshire *Post*. The shadow of political life fell across their marriage from the start, for their honeymoon lasted only two days before they both rushed back to canvassing. Thus, at 26, Eden became a member of Parliament, representing a constituency which has been his ever since.

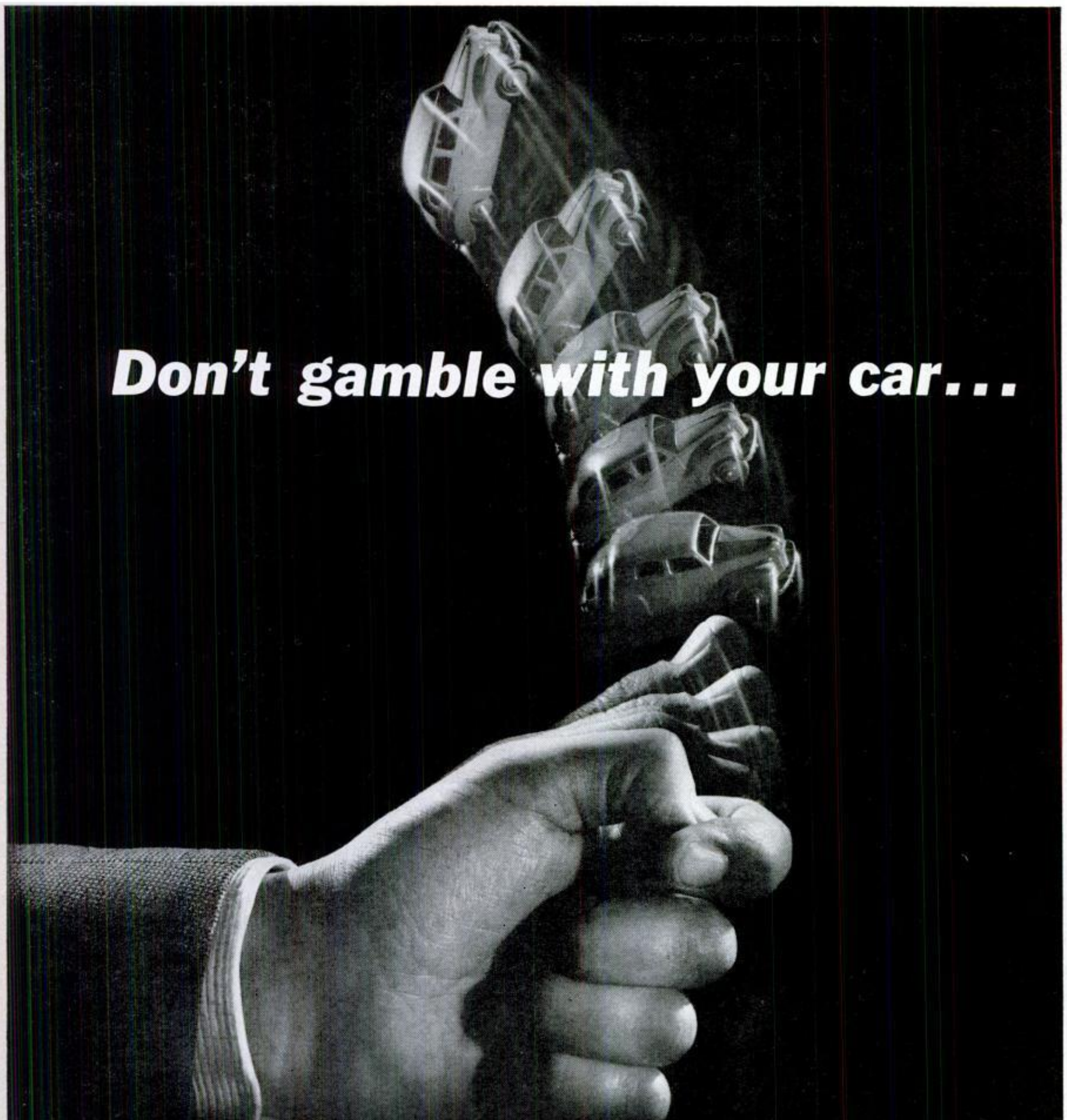


LIEUT. Eden, 18, joined army in 1915, had war duty.

He was "Captain Eden" to the London of the '20s: good looking, well bred, articulate in the Commons without being pretentiously disputative, a figure to summon to mind the remark that "Men, like bullets, go farthest when they are smoothest." His parliamentary discourses are remembered as incisive and uneloquent remarks on Middle Eastern boundary problems and Imperial Preference. He had a knack for the turgid phrase which he amply displayed, following a tour of the Empire, in a book called *Places in the Sun*. At one point, as Eden rounds off a description of an Australian cannery, the reader is summoned

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DAPPER CANDIDATE Eden and his first wife Beatrice (*right*) admire a voter's baby in Warwick during successful 1923 campaign for Parliament seat.

SIR ANTHONY EDEN CONTINUED

with the sudden appeal: "A voluntary preference for Dominion fruits can assure the future of this industry in which so many ex-servicemen are engaged. Will you ask for Empire fruits?"

But the political stage was being set, it seems in retrospect. For Britain was entering upon that era when Tory and Labor parties were to rival one another in their long obeisance to peace and invitation to war. At the first Commons session in which young Eden sat, the Undersecretary of State for Air delivered the keynote for 15 years of pacifist folly: "Preparedness is not the best weapon in diplomacy. The best weapon in diplomacy is to have a sound and righteous cause. . . . If you want Peace you must prepare for Peace." And Eden's maiden speech was in fact a retort to this fatuity: "Surely, the point is rather that we should prepare to defend ourselves against an attack from any quarter."

Something else, rather distinctive and peculiarly British, shaped itself in those years. This Captain Eden of the lost generation had a special identity: he was one of the thousands of junior British officers who had borne the ugliest burden of the slow, agonizing trench battle that was World War I. Between such officers—those who lived—and their countrymen there grew a singular, indefinable bond of respect and affection, a thanks and a trust no less vivid for being beyond expression. From this has come the warm and changeless popular confidence that has ever followed Eden, politician and diplomat.

His was the swiftest rising star of Britain's tragic '30s: from Parliamentary Private Secretary to Foreign Minister Austen Chamberlain in 1926, Parliamentary Undersecretary for Foreign Affairs in 1931, Minister for League of Nations Affairs in 1935, to Foreign Secretary in December of that year—at 38, the youngest to hold that office in almost a century. The brilliance of the record was heightened by the blackness of the backdrops: the fiasco of fruitless disarmament negotiations while the world slid steadily toward war; Hitler marching unchallenged into the Rhineland and then Austria; Mussolini's flouting a feeble League of Nations by attacking Abyssinia; civil war in Spain. For most days the pace of work was a grueling 16 hours, the routine broken by memorable but unrewarding moments: a meeting to discuss disarmament with Mussolini in Rome ("the best-dressed fool in Europe," the Duce later screamed); a meeting with Hitler a year later, when he tried to get the Nazis to agree not to build military aircraft for two years but instead came away with the chilling knowledge that Germany already had achieved air parity with Britain. In 1935 he traveled to Moscow and became the first conservative politician to meet Stalin since the revolution. At a lavish luncheon given him by the Soviets the butter served bore the legend, "Peace Is Indivisible," and guests nervously fingered their butter knives as if they were blood-stained weapons. The scent of disaster filled the air of all the rooms of Europe.

In the gathering gloom—illumined only by the lightning flashes of Winston Churchill's warnings—Churchill himself singled out Eden as "the one fresh figure of the first magnitude arising out of the generation which was ravaged by the War." Why such a tribute? Almost alone, Eden saw Mussolini's ravaging of the League

CONTINUED ON PAGE 184



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SIR ANTHONY EDEN CONTINUED

Covenant as a near-fatal blow at international order. ("The League must stand firm—it cannot afford another Manchuria.") Almost alone, he had become ever more passionately concerned with American relations, the need for U.S. strength in the wavering scales of power. Not alone but with almost unique frenzy and personal success, he worked to smother local flames of international conflict—the Yugoslav-Hungarian clash following the assassination of King Alexander in 1934, the "piracy" of Italian submarines intervening in the Spanish Civil War by attacking ships carrying supplies to the Republican government. Not least of all, though least known abroad, he won the respect and confidence of the House of Commons: he was master of his material, his answers to the gravest questions were crisp and ringing with sincerity, he seemed to bear himself with the unaffected dignity of an honest patriot. While the world's press gave him fame as a diplomatic glamor-boy and popularizer of the "Anthony Eden hat," Poet Patric Dickinson summed up the truth of the matter:

> Alas! How typically English that
> We should remember this man for his hat—
> Since he is the one politician who, it
> Is fair to say, has least of all talked through it.

For Eden and, in a sense, for Britain, an era ended in the third week of February 1938. Tension between the young Foreign Secretary and Prime Minister Neville Chamberlain had been steadily growing less bearable, as the latter's wooing of Mussolini assumed a fervor exceeded only by its folly. In this week, the Italian ambassador, Count Grandi, twice refused to see Eden, then happily accepted a Chamberlain summons to 10 Downing Street. In that historic three-hour visit, Chamberlain offered all that Mussolini could desire—recognition of his conquest of Abyssinia, a state visit to the Duce in Rome—while Eden writhed in tight-lipped anger. Grandi reported to the Rome foreign office: It was . . . "one of the most . . . extraordinary [discussions] in which it has been my lot to take part. Chamberlain and Eden were not a Prime Minister and a Foreign Minister . . . [but] two cocks in true fighting posture."

Resignation at 40

THERE followed two days of anguished cabinet meetings. In the evening of the second day Eden, pale and silent, walked the few steps across Downing Street to his office and there, under the gleaming life-size portrait of George III, standing by the same green-topped walnut desk at which he sits today, he slowly dictated: "My Dear Prime Minister, the events of the last few days have made plain a difference between us. . . ." And in the language he used a few days later to the Commons, words strangely compelling in their dramatic understatement: ". . . there has been too keen a desire on our part to make terms with others rather than that others should make terms with us. This never was the attitude of this country in the past."

It was an hour and a scene singularly, wholly, belonging to Eden—not in the blazing headlines his action made but in the light thrown upon the motives and the methods of the man. These deserve clear understanding:

It was no agonizing ordeal, this surrender of high office at the age of 40. As he reminisced to me about it recently, sitting before the fire in his Carlton Gardens living room: "That was no ordeal. Just something that had to be done, you know. It was a great relief." No cant, little emotion, for one does not weep over doing the only decent thing to do, does one?

It was, to Eden, no conflict waged in the lofty clouds of ideological controversy. Numberless times in the '30s he had repeated: ". . . we repudiate any division of Europe into the supporters of rival ideologies. . . . There can be only one foreign policy in this country—a willingness to cooperate with any country, whatever its form of government, that is willing to work for peace." It was not the business of His Majesty's foreign office to issue or withhold certificates of good democratic behavior for all nations on earth. It was this office's business to dissuade those thinking of war from waging war. He fought, he resigned because this business was being badly done.

It was, curiously, an action that essentially had little to do with Italian relations and much to do with American relations—and Eden refused to reveal this, his decisive motive. A few weeks earlier, while Eden had been away in southern France, Chamberlain had received Roosevelt's confidential offer to call a conference of the great powers in Washington. Here was the first spark of that American entrance into world affairs which was Eden's keenest hope. Chamberlain, without bothering even to

CONTINUED ON PAGE 186

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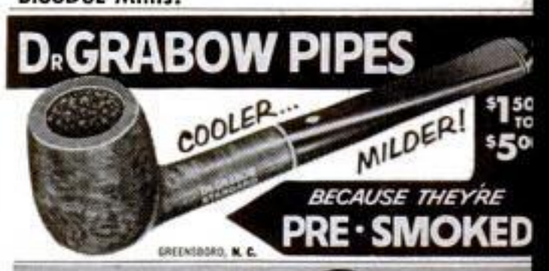
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AFTER RESIGNATION in 1938 in protest against Chamberlain's appease ment, Eden was cheered as he went to a last conference at 10 Downing Street

SIR ANTHONY EDEN CONTINUED

consult his Foreign Secretary, spurned the overture. Upon his return an irate Eden found the blunder unspeakable. Had he chosen to reveal this, it is quite possible (as Duff Cooper later insisted that an angry Britain would have forced Chamberlain's fall and exalted Eden as a political hero. (As it was, some 30 members of Parliament including Lloyd George vainly begged Eden to mount a major attack on Chamberlain, even form a new party.) But to reveal the truth, as Eden knew, was to set off a political explosion that could hopelessly divide a nation nearing war. He kept stubbornly silent.

To the event, the world reacted in its various ways. In Rome, the Fascist press chortled and gloated over the political passing of "Lord Eyelashes." In Cologne at Carnival time, a gay Nazi tableau bannered the news: "They carried a corpse from Downing Street.' A telephone call carried the news to Winston Churchill at his country home at Chartwell, and few passages in all his writings are more extraordinary than his recollection of that night:

". . . My heart sank, and for a while the dark waters of despair overwhelmed me. In a long life I have had many ups and downs. During all the war soon to come and in its darkest time I never had any trouble in sleeping. . . . But now on this night . . . and on this occasion only, sleep deserted me. From midnight till dawn I lay in my bed consumed by emotions of sorrow and fear. There seemed one strong young figure standing up against long, dismal, drawling tides of drift and surrender. . . . He seemed to me at this moment to embody the life-hope of the British nation. . . . Now he was gone. I watched the daylight slowly creep in through the windows, and saw before me in mental gaze the vision of Death."

In the 16 years that now have passed since that night, Anthony Eden has himself had several occasions to look upon Death in various shapes and guises. Each reveals a little of the man:

There was the September Sunday in 1939 at Eden's London apartment. A number of his friends were gathered there. In heart-sick silence they listened to the radio carrying Chamberlain's announcement of war, then an announcement that a "warbling note" on the siren would mean the first air raid. Eden then walked over to the window and looked out with clouded eyes. When Robert Boothby asked what was the matter, he answered, "I am wondering whether there is anything more I could have done to prevent this."

There was the awful evening in May of 1940. Eden was now Secretary of State for War. The French army was shattered, the British Expeditionary Force crowding into Dunkirk. Only the beleaguered force in Calais could guard Dunkirk itself from the hammer blows of the German forces. On the evening of the 26th, Eden and Churchill met at the Admiralty and accepted the frightening decision: they would not relieve the Calais battalions. Churchill recalls: "At 9 p.m. [we] did the deed. One has to eat and drink in war, but I could not help feeling physically sick as we afterwards sat silent at the table." Eden had more to think about: the condemned force included his old regiment, the 60th Rifles.

Reminiscing recently, when I had asked him what time of h

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SECOND WIFE Clarissa, niece of Churchill, married Eden in 1952, nursed him during his recovery from critical operation.

SIR ANTHONY EDEN CONTINUED

career held sharpest memory, he did not speak directly of this but said, "That time in the War Office, in 1940. It was close. Fifty planes and 200 guns, that was all we had. It really was quite something, you know."

And there was the day in 1945 when the Air Ministry told him that his son Simon, whose plane had disappeared over the Burma jungle, must be given up for lost. He had a major speech to deliver that night and to it he merely added a short passage of sympathy for all who had lost a cherished life in the fighting, the words simple, the voice evenly controlled. Then, because he was also fighting an election in Leamington at the time, he ordered that no news of his son's death should be made public, lest an irrelevant emotional note affect the political contest. (Here seems to come a strange echo in spirit, back to Sir William, the father so unlike the son, and to another war. It was a late October day in 1914 when an old friend came to Windlestone Hall to tell him that John, his eldest son, had fallen before the Kaiser's armies in France. Sir William, huddled in his chair, gazed for a long moment into the fire, then noted: "A fine death!" And he never spoke of the matter again.)

All these events have had their part in the making of the man who, in this year, has led the struggle, with skill and political courage, to save all that so narrowly escaped destruction in two world wars before onrushing German armies, to save it, today, by fighting to assure that German armies again shall rise.

HE is, first and last, an artist," one of Eden's closest Foreign Office associates explained to me, his words echoing young Eden's fervent tribute to Cézanne. "And that means there is a great difference between his best days and his worst. He lives on his nerves, a typical thoroughbred. Technical expert though he is, the strength of the man is imagination, confidence in his own insight and intuition. His life is his work. An artist—that's all."

The daily routine is not so high-flown. Each day really begins in the evening, when a black leather box arrives at Eden's apartment from the Foreign Office. Before sleep at night and in bed in the morning he works on its contents—the "submissions" which are digests of cables or problems, typed on their traditional blue paper. In red ink (the venerable prerogative of the Foreign Secretary) he makes his marginal notes, sends the papers back to his office by 10 o'clock in the morning, and his day is planned on the basis of his instructions. His commonest notation is a terse "Please speak," addressed to one or several of his advisers. The resultant conferences fill his day. He abhors paper work, never sits still at his

CONTINUED ON PAGE 191

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THE FINE ARTS QUARTET

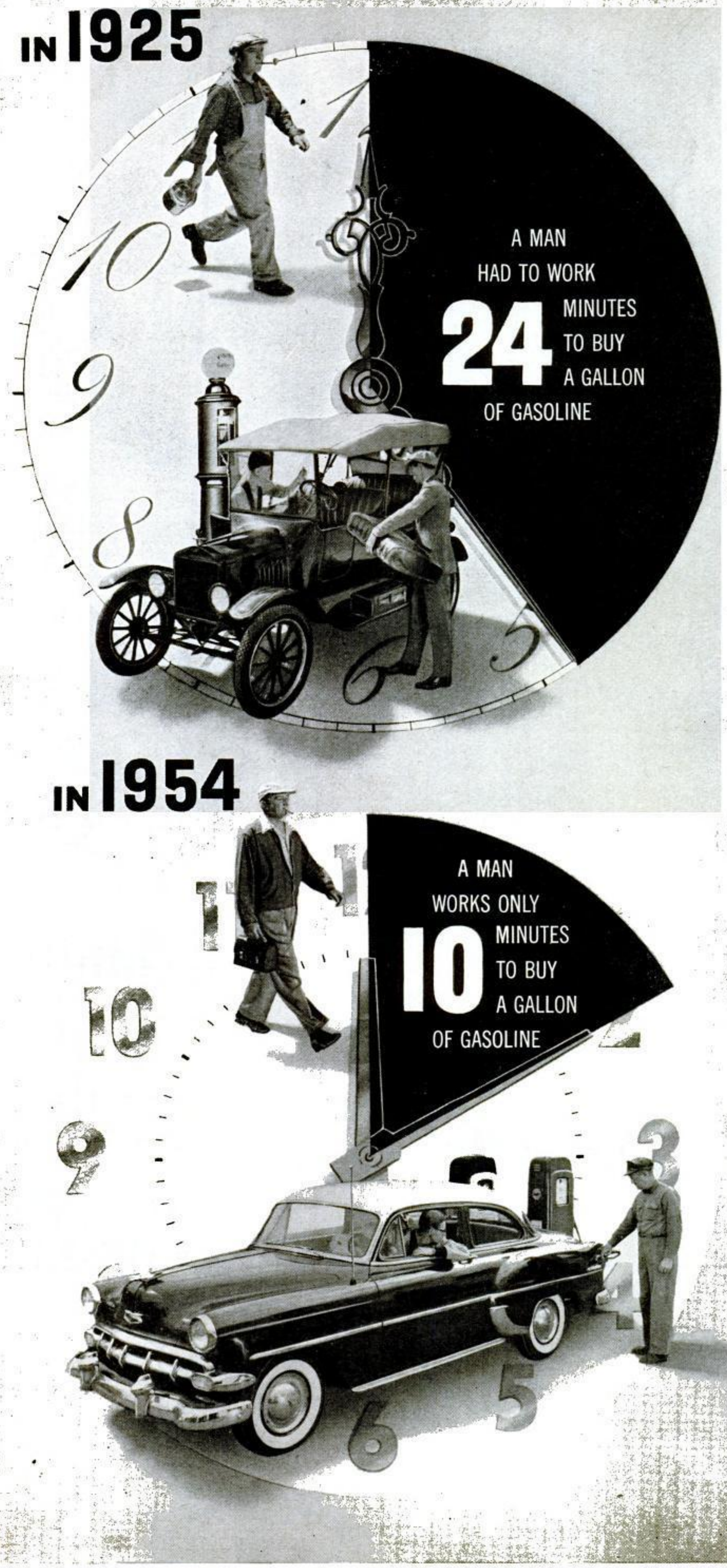
Scherzo from Quartet No. 2 in D major	*Borodin*
Poco adagio cantabile ("Emperor" Variations) from Quartet Op. 76, No. 3, in C major	*Haydn*
Allegro non tanto e con fuoco from Quartet Op. 11	*Tschaikowsky*

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TODAY'S GASOLINE IS A REAL BARGAIN. Comparing the number of minutes of work needed to buy a gallon of gasoline in 1925 as against 1954 illustrates sharp decline of gasoline's actual cost when compared to income. *This is even more remarkable when you consider that these figures include gasoline taxes, which are up over 250% since 1925.* (Figures based on U. S. average hourly earnings of production and related workers engaged in manufacturing.)

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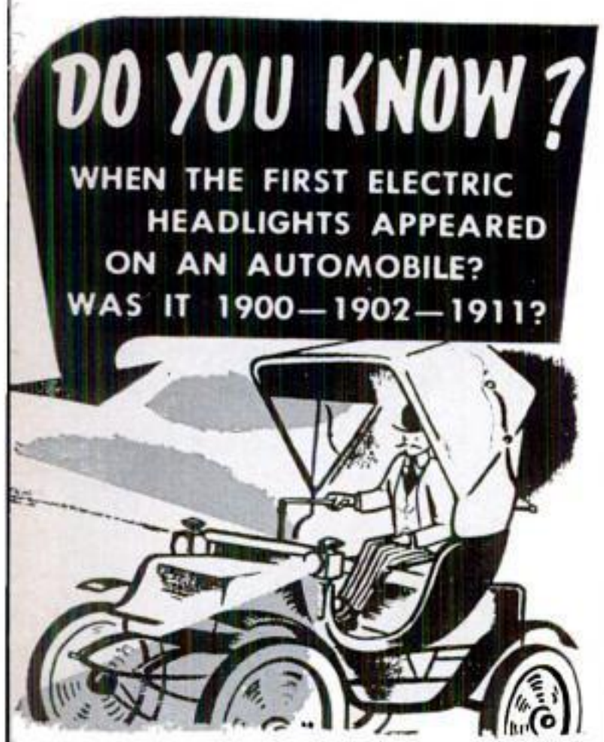
These figures become even more significant when you consider that today's gasoline is at least 50% better in quality than it was in 1925. Thus, two gallons of today's gasoline do the work it took three gallons to do in 1925.

Next time you drive into your neighborhood service station remember — the low price and high quality of today's gasoline are the direct results of the continuous competition for the motorist's business among thousands of oil companies.

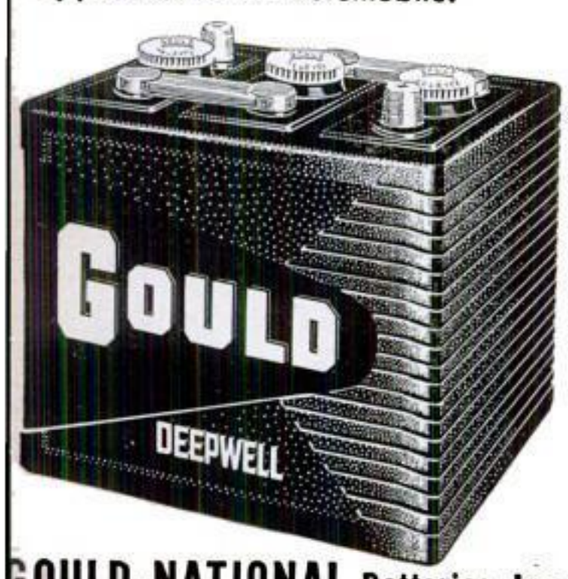
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SIR ANTHONY EDEN CONTINUED

desk more than a few moments, paces restlessly between discussions. A respectful listener, his decisions are quick and explicit.

The emotions of the day are, with rarest exception, mannerly and disciplined. He is fair but brisk with subordinates, yet often rewards excellent work with an embarrassingly effusive "How wonderful you are!" The inherited temper is not dead but sternly reined. "When he is mad," an aid observes, "he gets like a turkey cock, furiously red in the face" (the same image that Grandi used 16 years ago). But he shies from personal chastising and generally grumbles out his anger to himself or an aid: "Quite hopeless that chap, isn't he?" And heartfelt pride in some accomplishment is as restrained as his temper: after days of such rewarding labor as those of the London Conference, no aid will hear more from him than a gentle, "Well, that was all right, wasn't it?" It is the remark, half-addressed to one's self, that becomes an Englishman who, having few friends, belonging to no clubs other than the Conservative party's Carlton Club, is used to sitting in quiet judgment upon himself.

What of the intellect? "He is," a friend sums up, "quite typically English, I suppose—educated without being intellectual." His mind is quick, clear, versatile; neither brilliant nor profound. He shies from grandiose speculations and fanciful abstractions as much as from the eloquence to give them life. He has never felt like reading a paragraph of Toynbee. "When Winston gets talking about the marching hosts and roaring rivers of history," another friend notes, "Anthony probably does not know what he is talking about and certainly does not much care." With his professional colleagues he doubts if diplomacy is the wisest province for the philosopher or the prophet. Of all statesmen of Western Europe, he most resembles the one he most admires, Konrad Adenauer, in simplicity of purpose, passionate but healthy patriotism, freedom from cheap cleverness. Yet the strength of Adenauer is a thing of granite and the strength of Eden is of finely tempered steel.

The mind of Churchill recoils in horror from the stale platitudes of an Eden speech. Yet he knows that Eden is the superior performer in the House of Commons: unsurpassed at answering questions, brilliant at summing up a debate. Partly because he is less fond of the impudent epigram that wins smiles and loses friends, Eden almost certainly will prove the wiser, steadier party leader.

Eden and 'the old boy'

THERE is a touch of saddening drama to the relations of the two men today. Binding them are bonds of ageless affection, an uncle-and-favorite-nephew closeness. It is based not upon the fact of Eden's second marriage two years ago to Churchill's niece, bright and pretty 34-year-old Clarissa, but upon the years of peril and victory deeply shared. Now all the years are weighing heavily upon "the old boy," as Eden always refers to Churchill. The keen mind wanders in a clouded world of colossal fears, hungry hopes, towering memories.

Graver still are the dreams and nightmares with which "the old boy" lives so intimately. The man who wrote of always sleeping so serenely, even under the bombs that for years crashed through London nights, now tosses in a restless slumber, rises often in early morning hours to phone someone, usually Eden: "I am very tired. I think you must get ready . . ." But the morning light makes the thought of retirement seem dark and fearful.

Not age alone, but fear, fear in the grand dimensions of Churchillian vision, is at work here. If war should come, Sir Winston has said to an American friend, "You would be the victor and we should be the victim." In his agonized mind's eye, he sees an England in ashes, a hail of atomic bombs falling, neatly as a curtain, into the Irish Sea, leaving the westerly winds to carry their spray of death across the island.

No thinking human dares scoff at these specters. But they do not provide the material with which a Foreign Secretary goes about his business. As long ago as 1938, when fears of the unglimpsed future were only a little less horrendous, Eden stated the truth simply: "Hatred of war is good. . . . But fear of war is not so good. For fear of war paralyzes the will and no policy that is based upon fear . . . can be a policy that this country should follow."

What, in Eden's thinking, is such a policy? "Negotiation from strength"—he has said it many times.

That plain phrase today sums up at once the purposes and the resources of this Britain. This already *is* a strong nation. This first fact of British life rules all else. Its strength shows not merely in the deployment of its armed forces, but in the economic sinews

CONTINUED ON NEXT PAGE

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We doubt that any product of interest to women gets more enthusiastic word-of-mouth recommendation than Tampax! It's not just a matter of "I like it" . . . or "Yes, I use it." Tampax users almost seem to feel it's their *duty* to tell other women about it.

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now to be felt in a nation that seemed so flabby but five years ago. An industrial index that has climbed 30% in five years, a rise of 20% in real income in less than 10 years, a housing program that put up 300,000 dwellings in a year, a production rate advancing at an average of 2–3% annually—these are some of the solemn signs of a nation excitedly prosperous.

For the U.S. and all the world, this basic fact means several things. It means a Britain that can afford and sustain its present defense establishment. It means a Britain that will feel increasingly more able and more anxious to think and to act for itself. It means a Britain whose people, including millions of humble citizens sharing more of the pleasures of life than they have ever known, share a passionate, personal prayer for peace. And it means a Britain, therefore, that expects its statesmen to use all their strength and experience and wit to win that peace.

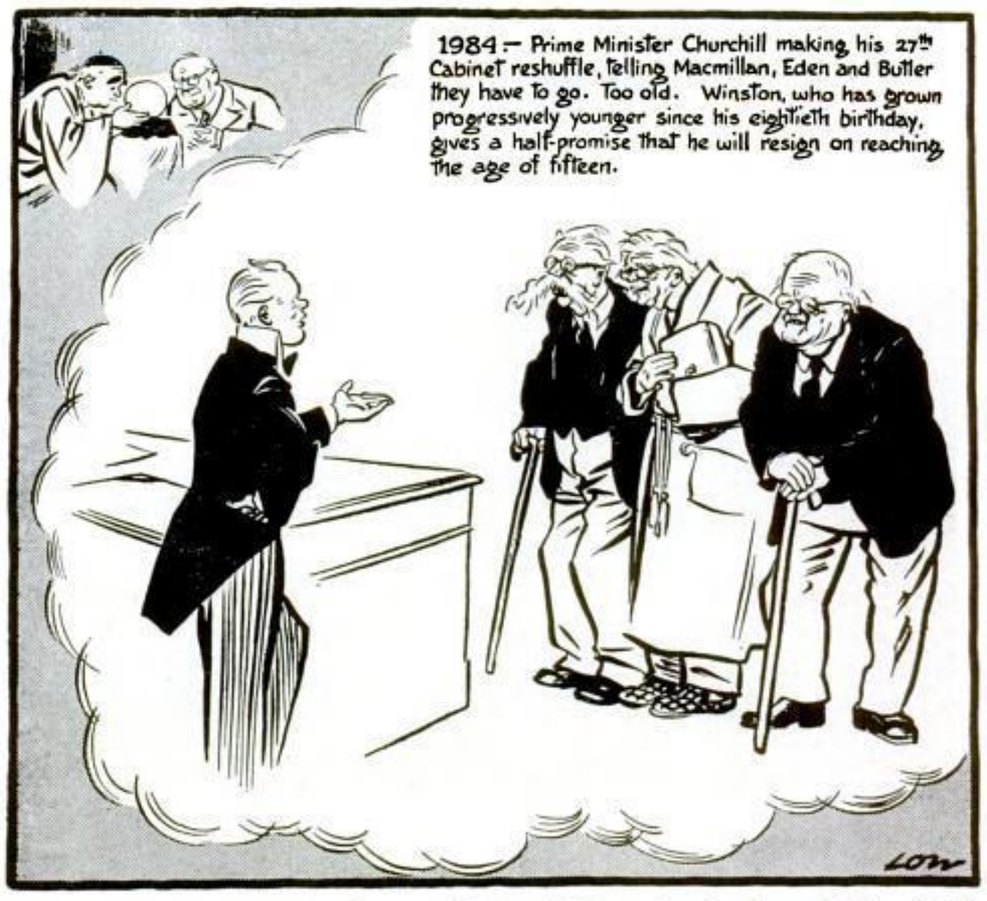
Not many men of the Western world are going to do more to shape the future than Sir Anthony; working at his art with the zeal for which he cheered Cézanne; with the gift for patience and compromise that Sir William quite unintentionally taught him; with the changeless sense of personal loyalty that has kept this Anthony from ever playing Brutus to the weary Churchill; with the loathing of war that few but a young subaltern in the trenches of 1915 could come to know; with the disdain for the peace-killing pacifism that sapped the strength of Britain in the '30s—as none knows better than this man.

Prudently or not, he does not fear the future. Nor does he, the diplomat's diplomat, mind confessing that his hope is less reasoned than intuitive. "One *feels* certain things," he told me. "In 1938 I felt it would be war, nothing else. I have no such feeling today." If such sentiment proves true, the future will find him not only the Prime Minister but a citizen with a bit of time for some of the neglected lesser pleasures of his life: a good shoot, acquiring some more fine impressionist paintings, working in ragged clothes over the roses that he cherishes almost as much as his fellow gardener, the chancellor of Germany.

Working toward such dreams, however, stubbornly in the pragmatic grooves of English diplomatic tradition, he preserves the sturdy kind of faith that does not tarnish at the conference table. He expressed it once, in 1938. It was on his first visit to the United States, and what he told his New York audience was not ill phrased for one who cares so little for eloquence:

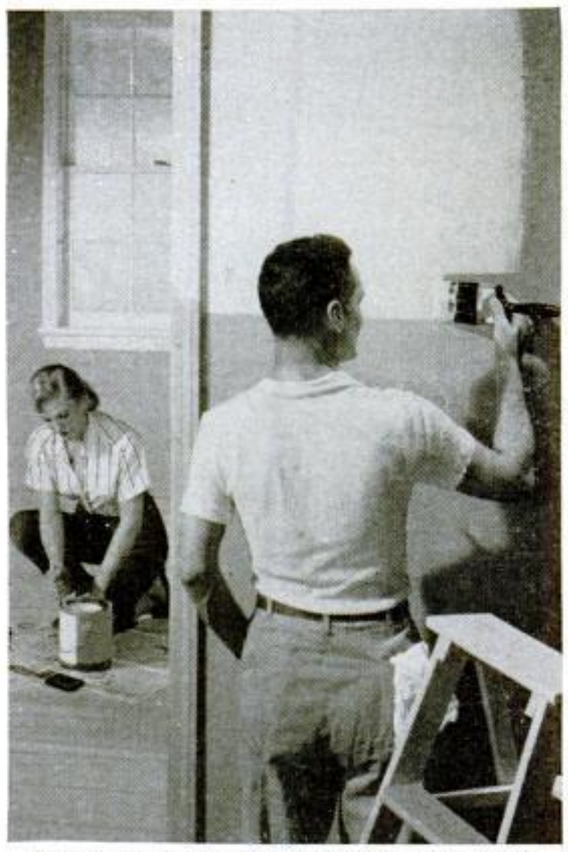
"We know that we are destined," Eden said, "in our land and in our generation, to live in a period of emergency of which none can see the end. If throughout that testing time, however long or short it be, we hold fast to our faith, cradle it in stone, and set steel to defend it, we can yet hand on our inheritance of freedom intact to the generations that are to come."

If he and his country are as true to those words in the future as both have proved in the recent past, Her Majesty's Secretary of State for Foreign Affairs may someday claim that greatness that belongs to "the rarest bird that flies."



EDEN'S LONG WAIT to become Prime Minister in the face of Churchill's reluctance to give up his job prompts this satirical cartoon by David Low.

Flow on wall paint in an even coat...



Pointers on painting interior walls: wash old paint with detergent, wipe clean, let it dry thoroughly. Paint with sweeping, fanning strokes (a 4-inch brush is the most popular size). Paint in narrow strips from ceiling to baseboard. Work back towards wet areas to avoid lap marks. And always...

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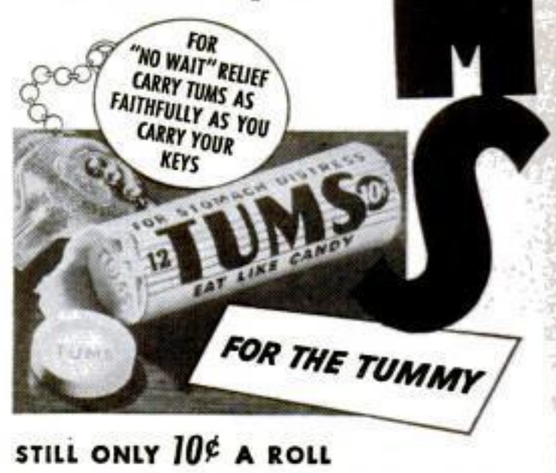
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Life Goes to

The Debut of an Infanta

A PRINCESS OF SPAIN CELEBRATES IN EXILE



INFANTA AND PRETENDER, going to party, leave villa in resort of Estoril, a haven for royalty.

Tiaras and coronets glittered with almost forgotten brilliance around the pool (*right*) of the Hotel del Parque in Estoril, Portugal last month as 2,000 guests gathered to honor the Infanta Doña Pilar of Spain. The princess, daughter of Don Juan, exiled pretender to the Spanish throne, had turned 18, and her debut was planned to be one befitting her rank. Heaped on buffet tables were 400 lobsters, 250 turkeys, 4,000 chicken patties and hundreds of bottles of champagne. The whole banquet floor of the hotel was draped in red velvet to provide a royal atmosphere.

But amid the elegance there were signs of monarchist maneuvering. The ball had been organized as a show of loyalty to Don Juan, and guests were charged admission. At a reception earlier (*p. 199*) Don Juan made a speech affirming his claim to the throne, and in the middle of the infanta's party officials of the royal household appeared with copies of the speech and passed them out to the dancers.





FATHERS AND DAUGHTERS have first dance together, according to an old Spanish custom. Doña Pilar and Don Juan are in center. Ballroom was so crowded that some couples danced in the halls.



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POOLSIDE DINERS enjoy a sumptuous 16-course banquet. The royal family and close friends are seated at far end. The other guests had to eat buffet style around the pool and in the balcony.

SQUEEZED IN around pool, guests watch show by flamenco dancers. Although the party was officially for the infanta, 30 other debutantes came out at the same time, honored to join the princess.

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DUCHESS OF MONTORO is daughter of the late Duke of Alba, once premier grandee of Spain.



DOLORES OF BORBON, infanta's aunt (*right*), incurred family wrath by marrying commoner.





COUNTESS OF BARCELONA (*left, above*), the infanta's mother, talks to the Countess de Losandes.

DUCHESS OF ALGECIRAS is presently serving as lady in waiting to the Countess of Barcelona.



SOCIETY GIRL, Maria del Carmen Morales (*right*), arrived in hat resembling an inverted tiara.

CONTINUED ON PAGE 199

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...and enjoy these Py-O-My favorites:



PY-O-MY
Blueberry Muffin Mix
Includes can of blueberries, muffin mix and baking cups.

PY-O-MY
Coffee Cake Mix
Makes coffee cake, rolls, raised doughnuts and pastry.

PY-O-MY
Brownie Mix
Delicious chocolate flavored fudge cakes. Kids love 'em!

Also try Py-O-My Pineapple Upside Down Cake Mix!

PY-O-MY
Kitchen Art Foods, Inc., Chicago 47, Illinois

instant heat
where and when it's needed



Reznor gas unit heaters are located *at the point where heat is needed.* No duct heat losses; lower installation costs—lower costs all along the line. Write today for free informative booklet: Reznor Manufacturing Company, 100 Union Street, Mercer, Penna.

REZNOR
THE WORLD'S LARGEST-SELLING GAS UNIT HEATERS

Mothersill's
The fast-acting aid in preventing and relieving Travel Sickness.
for ADULTS and CHILDREN
MOTHERSILL'S TRAVEL REMEDY
53

FAMOUS Skivvies



THE T-SHIRT YOU BUY TO FIT ..AND IT STAYS THAT WAY.
made by Norwich
with the new
®NORSET SHRINKAGE PROCESS
NORWICH MILLS INC., NORWICH, N. Y.

GREAT AFTER-SCHOOL SNACK—SWEET, ENERGY-PACKED SUN-MAID RAISINS!

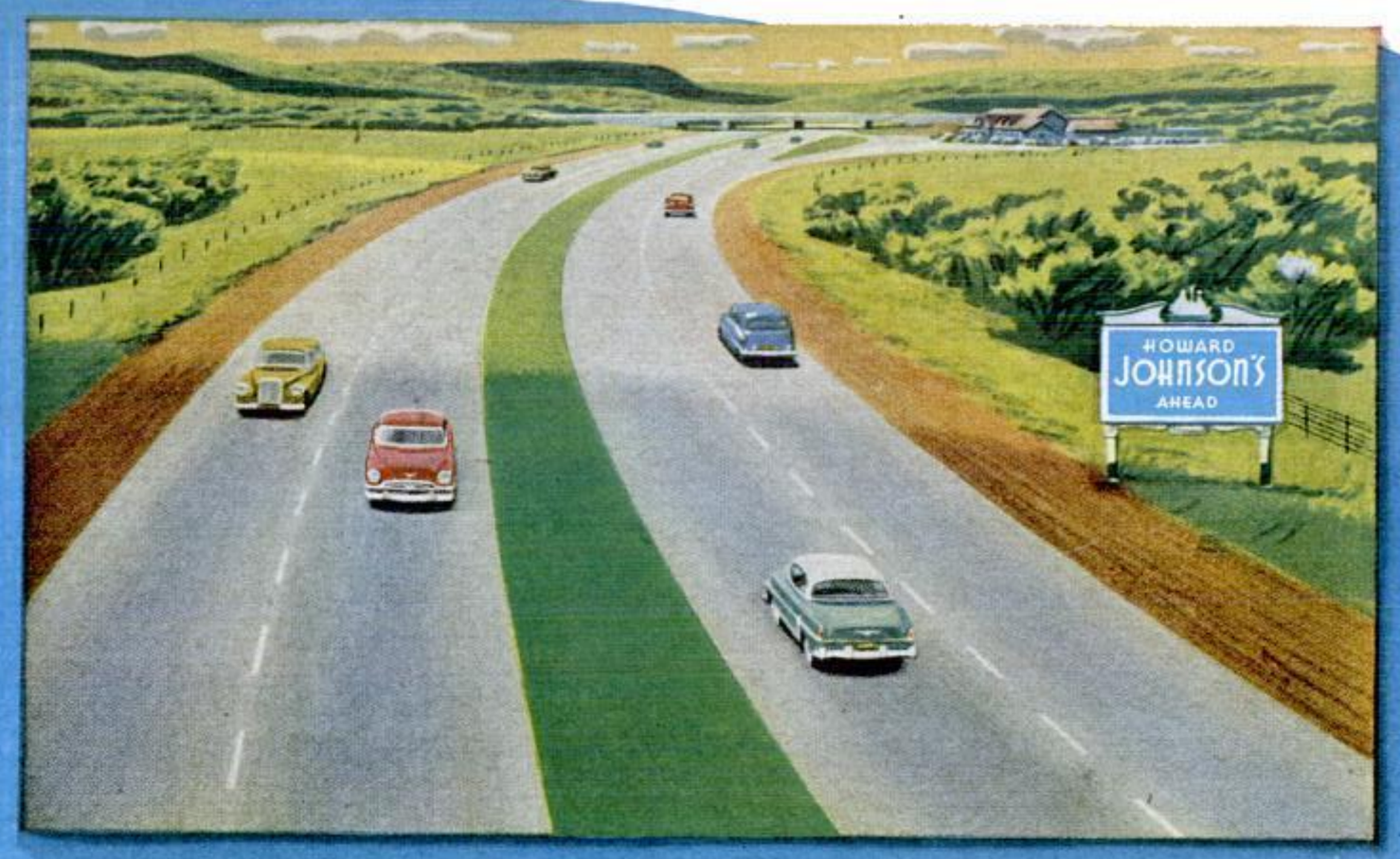


First Choice The World Over

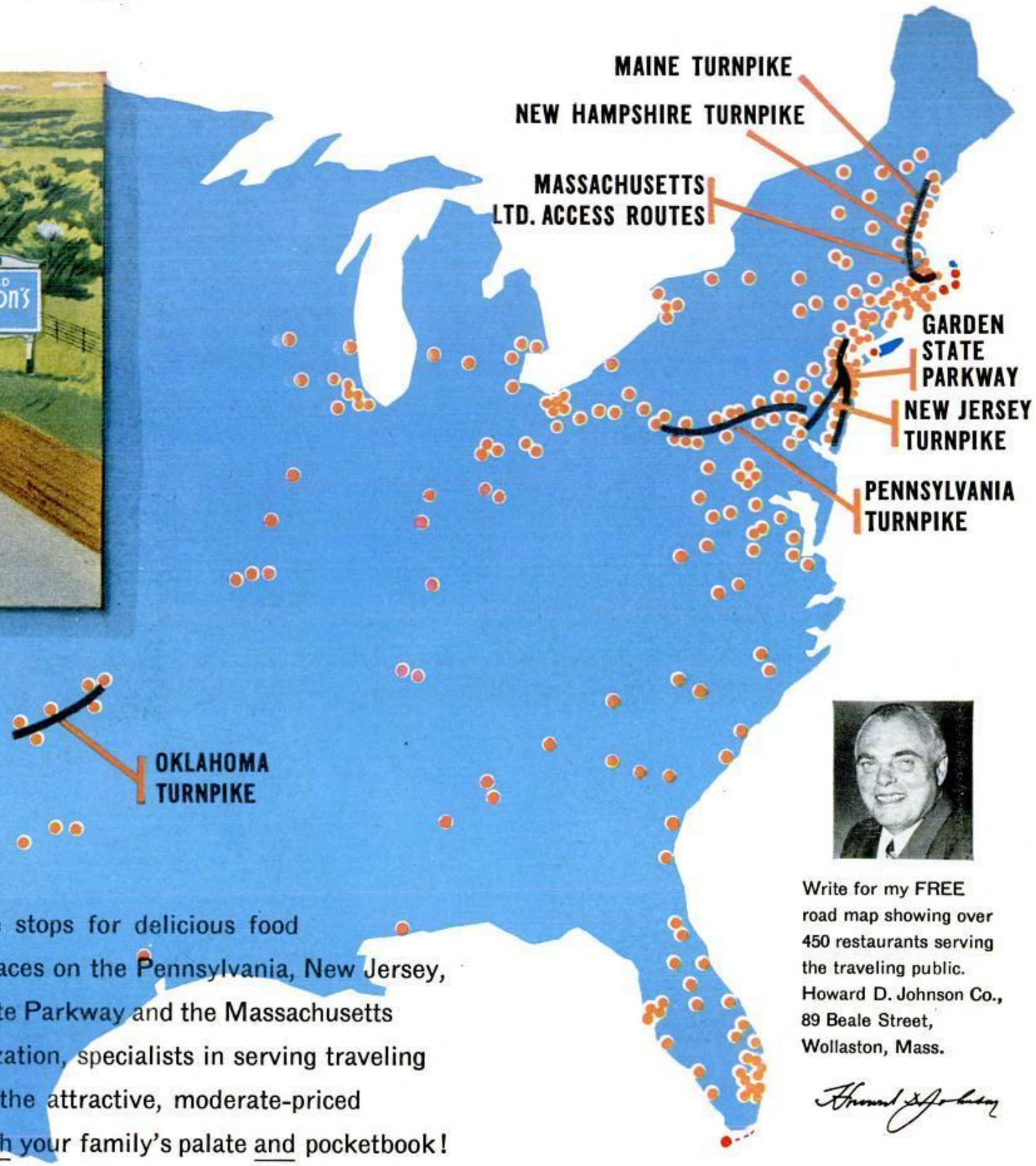
● Ask your grocer for the SUN-MAID 6-PACK. Six pocket packages just right for between meal snacks!

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Look forward to Howard Johnson's on the turnpikes



Today, when people take to the turnpikes, they count on and welcome stops for delicious food at Howard Johnson's Restaurants. . . . You'll find these friendly eating places on the Pennsylvania, New Jersey, Maine, New Hampshire and Oklahoma turnpikes, as well as the Garden State Parkway and the Massachusetts Limited Access Routes. They are operated by the Howard Johnson organization, specialists in serving traveling millions for over 25 years—with 15 years' experience on turnpikes. And the attractive, moderate-priced meals served at these Howard Johnson's Restaurants are sure to please both your family's palate and pocketbook!

Write for my FREE road map showing over 450 restaurants serving the traveling public. Howard D. Johnson Co., 89 Beale Street, Wollaston, Mass.

Howard D. Johnson

HOWARD JOHNSON'S

Restaurants, Ice Cream, Candies and Take-Home Foods

"Landmark for Hungry Americans"

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Chicago friends enjoy an evening even more with California Port



An Arizona barbecue tastes extra good with California Burgundy

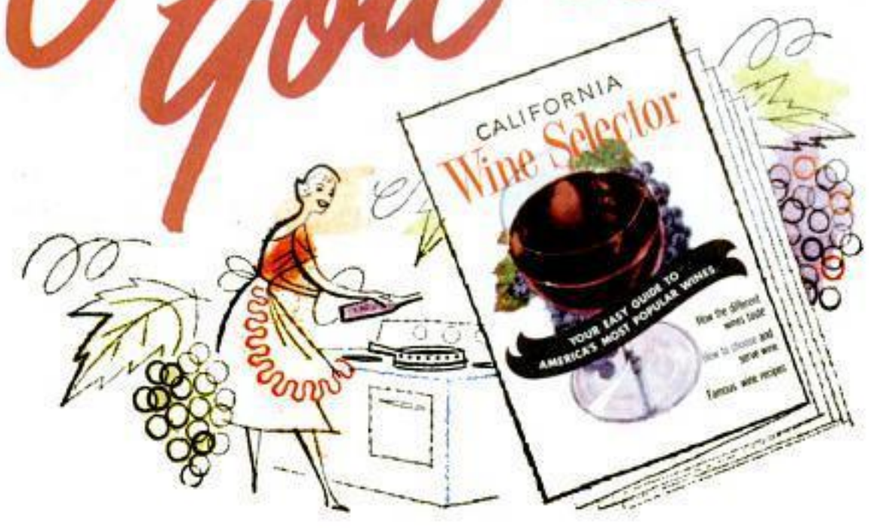
Deep in the heart of Texas, this couple relax and enjoy a glass of California Sherry before dinner



A clambake in Maine calls for California Sauterne

ALL OVER AMERICA FOLKS ARE DISCOVERING...

California wine helps you live better!



CALIFORNIA WINE costs so little — that's one reason so many Americans are serving wine nowadays. But a bigger reason is that wine adds so much to everyday good living.

California Sherry, for example, makes a specially bright, pleasant "break" between the day's work and dinner. And nothing gives an evening such a friendly sparkle as velvety California Port wine. Try them — and see!

And of course wine is your good companion at dinner. Serve California wines like rich-red Burgundy or golden California Sauterne and you'll discover a fun and flavor in dining that you've never known before.

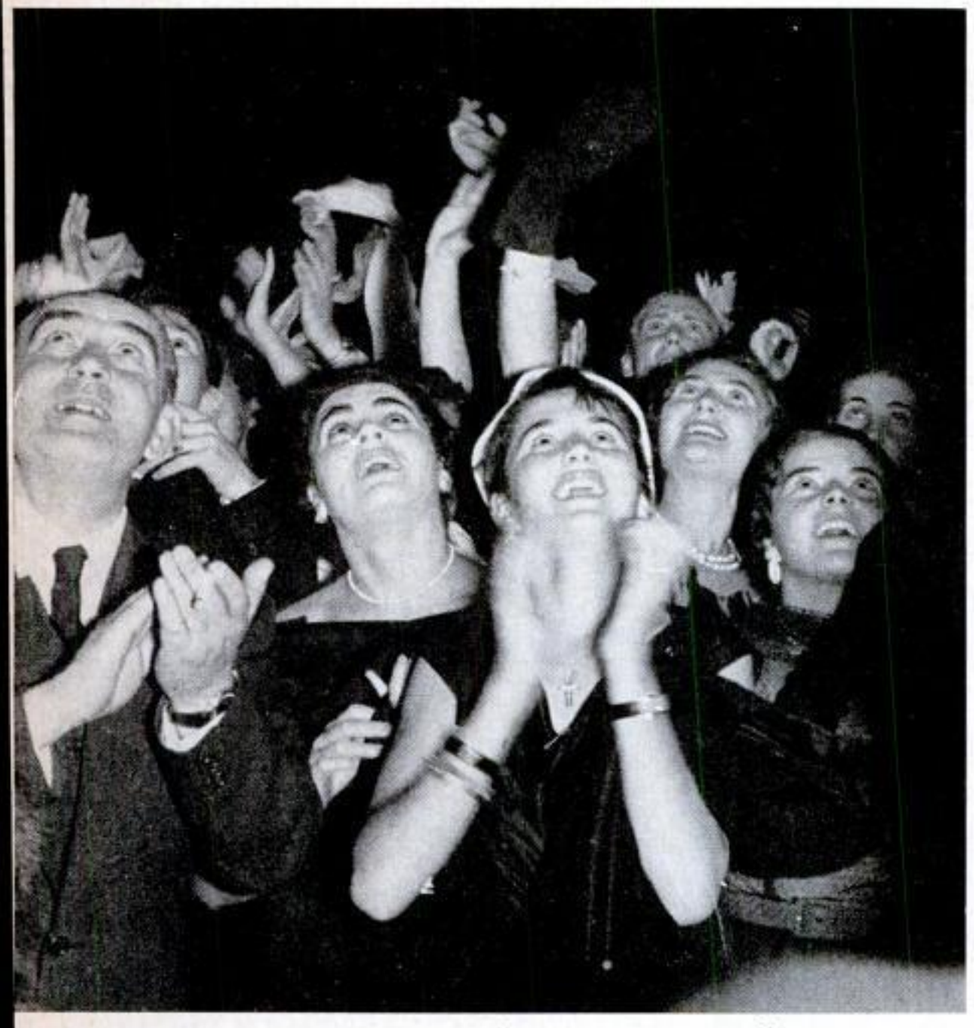
Shown at left is a FREE wine guide — packed with flavor descriptions, recipes and serving suggestions. Get your free copy from your wine dealer or by writing . . .

Wine Advisory Board, 717 Market St., San Francisco 3, Calif.

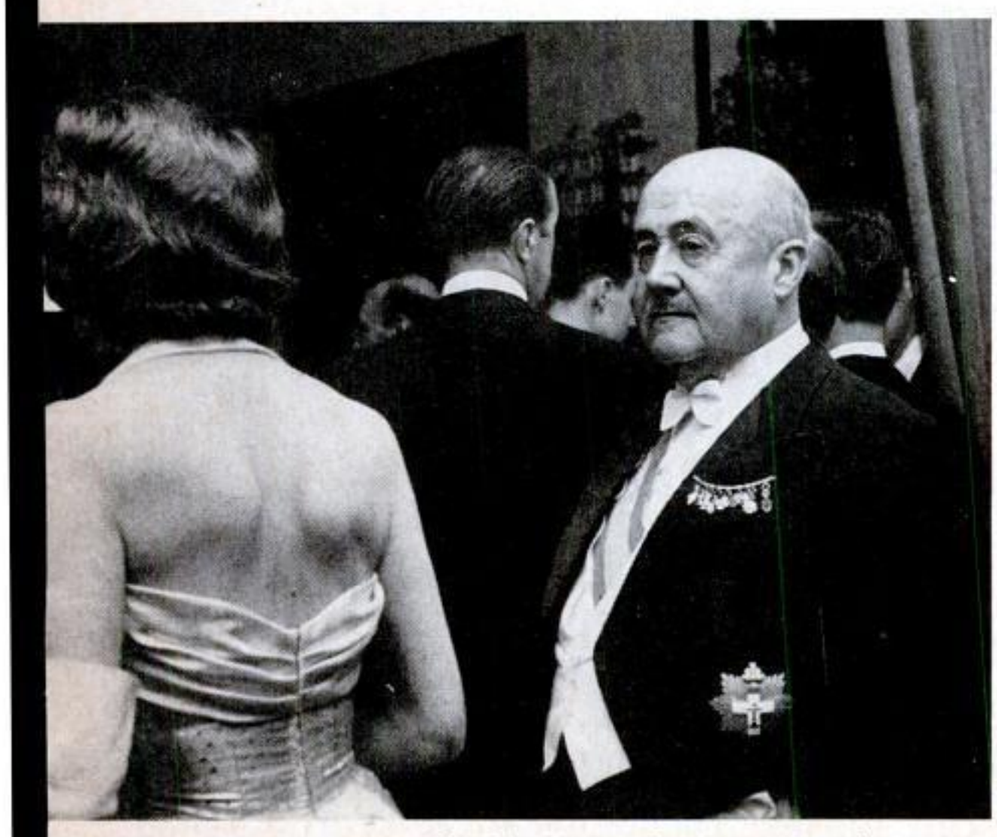
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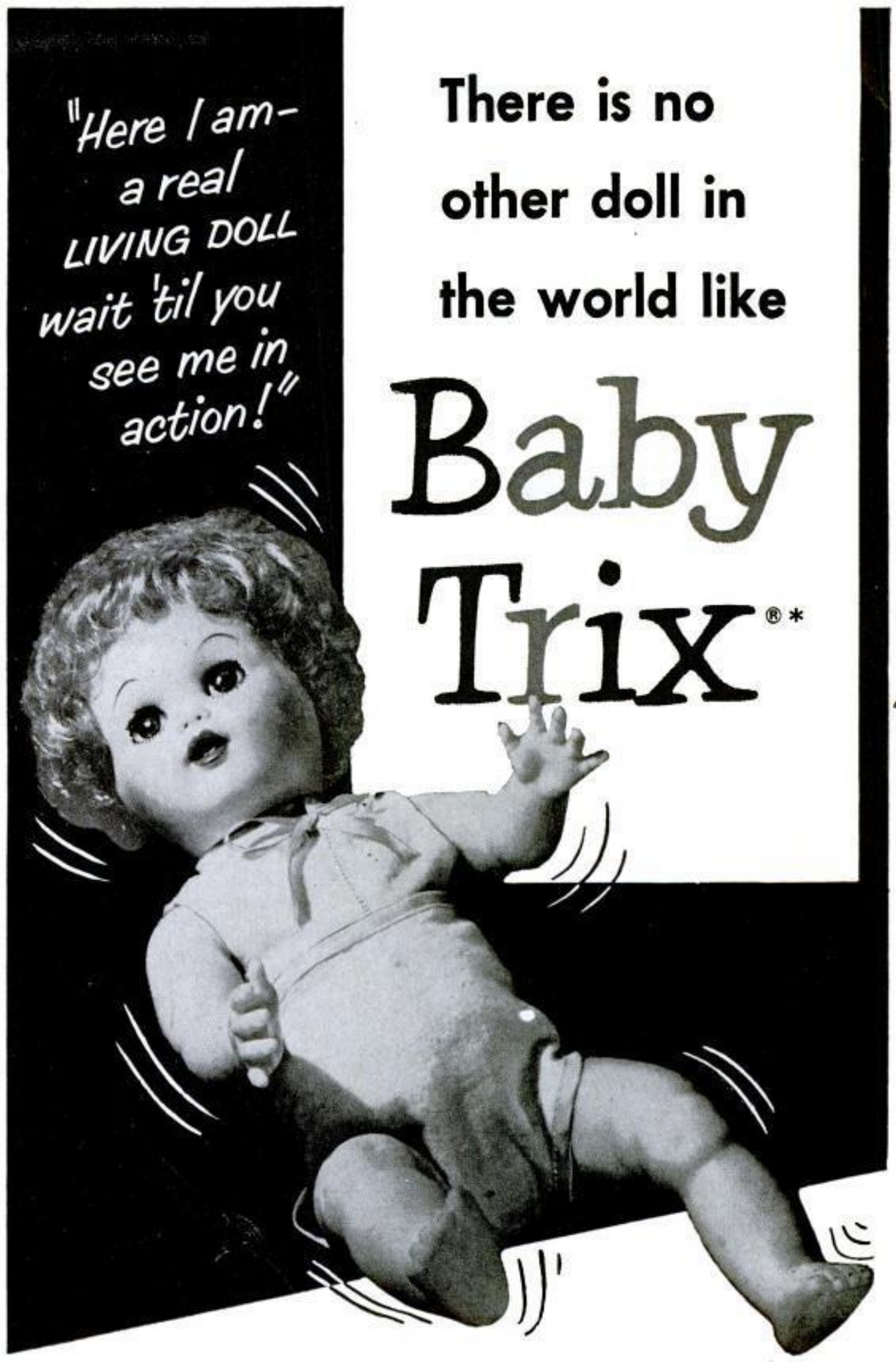
CURTSY FOR A COUNT is given as a befurred royalist, the Marquesa de los Andes, dips to Don Juan as he stands at head of receiving line on terrace.



"VIVA EL REY!" cries the crowd, "Long live the King," after Juan announced that he would not give up royal rights to his son, as Franco wishes.



SIGNIFICANT GUEST was Nicolás Franco, brother of Spain's dictator, whose presence could mean a Borbon (but not necessarily Juan's) restoration.



There is no other doll in the world like

Baby Trix®*

The beautiful "Life-Action" doll that moves exactly like an honest-to-goodness infant—without winding!

An all-time high in play value

She also toddles, drinks, wets, coos, goes to sleep! 16" tall. Complete with colorful suitcase containing shoes, socks, sleeping gown, extra diaper, bottle with nipple, clothespins, monogrammed Kleenex, Ivory Soap.

With real rooted Saran Hair that can be washed, waved, curled, combed yet can't pull out. **$11.98.** With molded hair $9.98. (About $12.98 and $10.98 in South and West). At your favorite store, or write for store nearest you.

Uneeda Doll Co., Inc.
200 Fifth Avenue, New York, N. Y.



Simply rock me in your hand. See how my soft, life-like arms and legs wiggle!



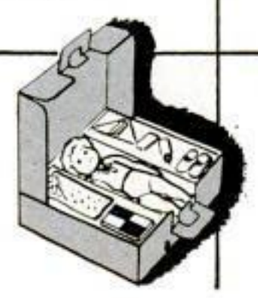
Place me on my back and move my arm or leg. See my head and limbs move like an active, happy baby!



Just hold me in a vertical position and move your arm back and forth. My arms and legs wave and kick; my head turns!



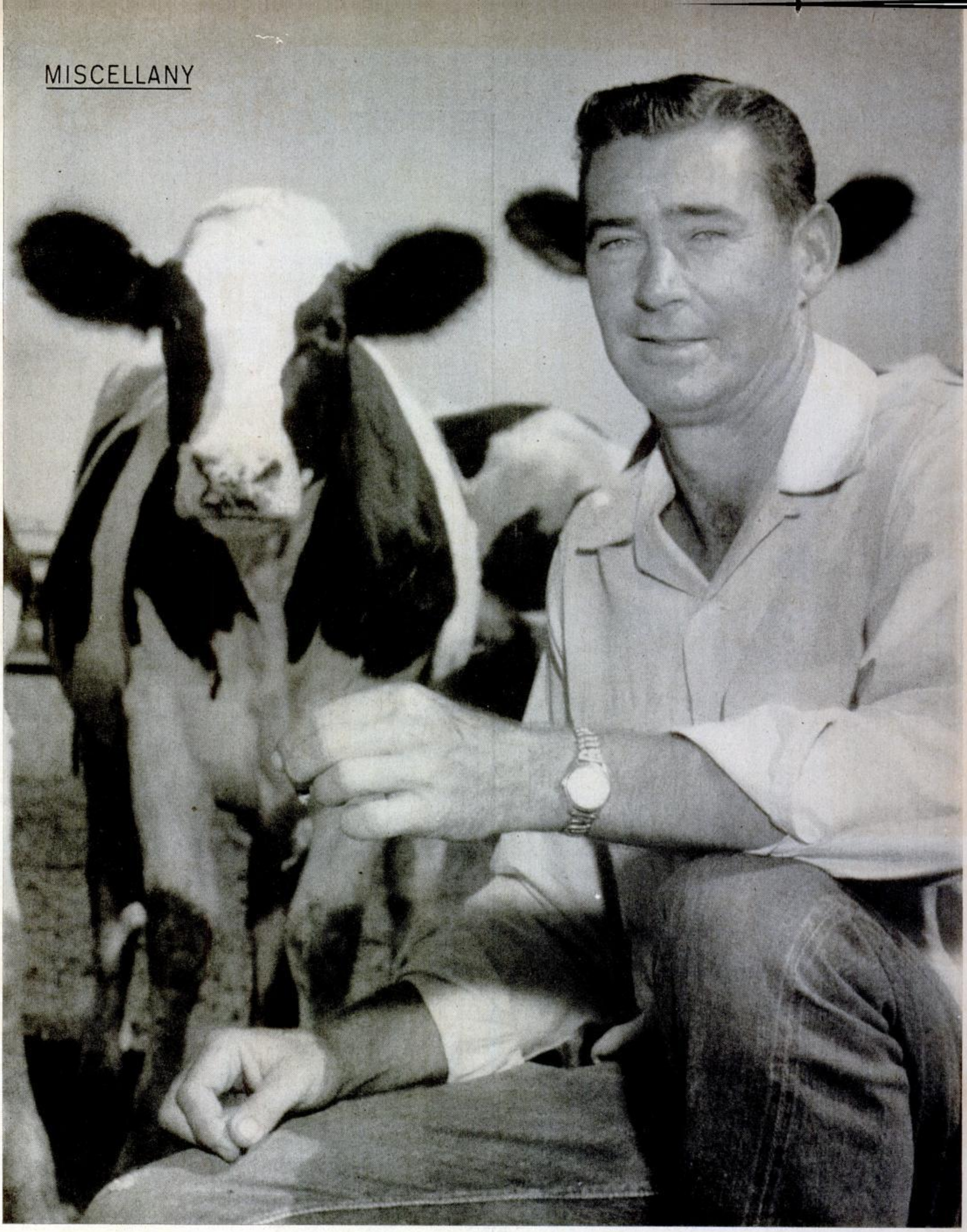
Now move my vinyl head so it nods "Yes" and "No." See my happy, baby-like movements!



COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

*Pat. Pending

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HOW NOW, YOUNG COW?

Richard Westerfield, a dairyman of Tucson, Ariz., was glad to cooperate when asked to pose for a testimonial advertisement by a manufacturer of cattle feed. His Holsteins were maneuvered into place. He struck a dignified pose. The camera clicked. By chance, however, one heifer stood directly behind Westerfield's head so that only its ears showed. The picture was never used this way in the ad, but Westerfield now has in his album a striking portrait of himself as a man of distinction with a bovine touch.

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Every man's a hero when these FLAGS FLY

1 **"No drum major** ever handled a baton the way Swiss villagers toss around flags," writes an American friend of Canadian Club. "It all began when Alpine patriots had to fight off hostile neighbors in the middle ages. Taking a flag in battle made a man a hero. When he got back home, he swung the captured standard in jubilation. The Swiss made flag-swinging a sport that has survived centuries of history. At St. Moritz I learned what a tough sport it is.

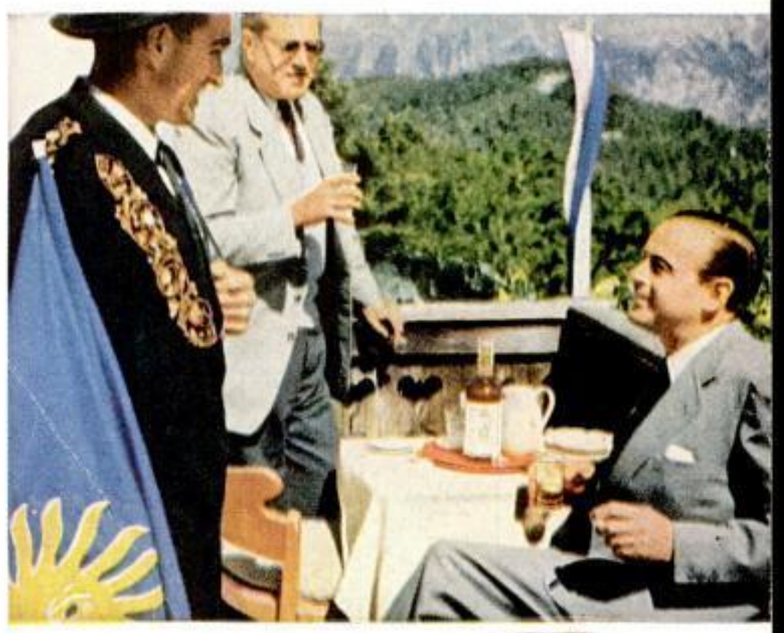




2 **"I didn't see a Swiss miss** in the whole afternoon of flag-swinging. While I butterfingered, my companions threw their furled banners high into the air, catching them deftly and then whirling them unfurled in complicated vertical and horizontal circles.



3 **"They took my picture** congratulating Theodor Wyrsch, who was judged the best. He'd tossed his flag 80 feet up, but what won him the honor was his perfect grace as he passed his fluttering banner between his legs, up his back and round and round his body, never once interrupting its smooth-flowing movement.



4 **"Symbols on the flags** represent the Swiss cantons. I learned later on the porch of the Chesa Veglia. My host awaited me there with a consolation drink made with Canadian Club!

5 **"Kings and commoners** flock to St. Moritz. I met people from all over the world and there was scarcely one with whom I couldn't share a liking for Canadian Club."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one* and *only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



IN 87 LANDS . . . THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

IMPORTED WHISKY · MADE BY HIRAM WALKER

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.

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No wonder filter smokers are flocking to Winstons!

WINSTON

tastes good—like a cigarette should!



FINER FILTER!

FINER FLAVOR!

KING SIZE, TOO!

Filters so effectively...*yet doesn't flatten the flavor!*



■ New, king-size Winston is the filter cigarette *real smokers* will enjoy! Winston's got *real flavor*—full, rich, tobacco flavor. Along with finer flavor, Winston also brings you a finer filter. The Winston filter is unique, it's different, it works *so* effectively — yet doesn't flatten the flavor. Winstons are king-size for extra filtering action . . . easy-drawing for extra good taste. Try a pack of Winstons!

WINSTON ...*the easy-drawing filter cigarette!*

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

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